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# SIDE PACS

## Of Stage and Screen

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# LEGIT ROAD CIRCUITS OF 35 WEEKS IS PLANNED

## May Move Studios To New York

Trend of the motion picture studios is east and within five years all picture production activity will be centered around New York, according to grapevine around town this week.

The story was founded on a reported meeting of movie bankers, which was said to have laid down a dictum that they intended to bring the movie industry under their daily supervision, and that they didn't intend to come to Hollywood to do it.

Wide dissatisfaction in banking circles over the present movie situation is a known fact. When the local producers went to New York this year to get their money for the coming programs, they are known in many instances to have received the coldest reception in history. They expected an easy time, due to the amount of money lying idle in eastern banks. But easy it was not. One prominent producer was authentically reported to have cooled his heels in the anteroom a long time, and then to have been met with the incisive question as to why the amount of money he asked should be forthcoming when waste and inefficiency, particularly in the matter of payrolls, honeycombed the picture business.

### New Bridge

Several of the bankers were said to have pointed to the Paramount Long Island studios as the acme of efficiency for the other studios to shoot at, and to have ascribed this to the close supervision from the bankers possible when the production plant is in a New York spot.

A bridge over to the Jersey side is to open at 145th St. and Riverside Drive soon, and the bankers are said to have their eyes on New Jersey as the proper locale for the proposed studio colony back there.

The main claim by Los Angeles for being the homestead of the movies is the California sunshine, but this urging by those producers who want to remain in the west was given scant heed. With the talkies, so much stuff is necessarily shot inside, artificial lighting, that the sunshine loss would be practically negligible, it was answered.

### About Homes

Another reason urged against the gradual exodus eastward was reported to have been the fact that many of the movie players own their own homes in Beverly Hills. But this reason was made to have been given even more cursory treatment. One banker summed the key-



## DICKSON MORGAN

Soon To Produce At  
HOLLYWOOD PLAYHOUSE

### PROLOGUE TRIMMED

Twelve men were let out of the "Cinarron" prologue ensemble at the Orpheum recently. About 38

note of the answer when he replied: "Lose their homes? Heck, all they'll lose is a mortgage."

### HUDDLE ON DEAL

Continuing reports that Harold B. Franklin and Howard Hughes are going to take over the Los Angeles Theatre seem to be on the up-and-up. At any rate, take it for what it may portend, Franklin was recently seen in a close huddle with H. L. Gumbiner, present owner of the L. A.

### GOOD SEASON

Richard Wilbur, head of the Wilbur Players' Stock Company of Honolulu, reports a successful season on the island. According to cable he had a notably big week with "It's a Wise Child," the current offering. Barbara Brown and Richard Allen filled the leads.

## Good B.O. This Year Spurs Plan

A circuit of 35 weeks for legitimate shows is being planned by eastern stage producers, who are currently forming an alliance with a banking group to effect the enterprise, according to word reaching here through banking sources this week.

The producers and money-men feel that the opportune moment has arrived to re-establish legit in its former sphere of popularity, it is stated, but they also feel that present methods of competition will be a major hindrance to the plan.

For this reason, it is declared, the plan includes establishment of central offices which will direct the entire legit business, more or less after the system now employed by pictures through the Association of Motion Picture Producers and Directors and the Academy of Motion Picture Arts and Sciences.

### Good Reason

The plan first was conceived when highly favorable reaction was given several high-class shows sent out on the road this year. Prior to that the old talking picture shibboleth still bore weight to the effect that the legit stage was all washed up in the sticks and in other metropolitan centers than New York.

But such shows as George White's "Flying High," two companies of "Berkeley Square," a couple of grand opera companies, one sponsored by Ben Atwell and the other by Samuel Insull, and other class shows proved the theory wrong. The really good shows this year have found a highly lucrative road, playing to their capacity box-offices in the main cities and taking excellent toll in the small spots as well. For instance, it is not unusual for a good play to take away \$5000 or so for a three nights' stand in a small town—and that's not bad.

### Check On Publicity

The money results of these tours set the legit producers to reasoning, and their conclusions were sufficiently encouraging to send them to the bankers with a plan which the latter adopted as not only feasible but also good. The result was the plan to form a regular route for N. Y. shows, starting with 35 weeks and probably later building up to 40 or more.

One main provision of the plan is to eliminate cut-throat in publicity. The biggest harm which the legit has suffered has been the publicizing as practiced, it was stated.

(Continued on Page 2)

# WE WILL SEE IT IN FACTS



# CINEMA RESCUE FAILING B.

## ROAD CIRCUITS TESTS ITS PULLING BY-NEW RANCE

(Continued from Page 1.)

A poor show comes to town and exploits itself as the greatest show ever to hit the road. It draws 'em, perhaps, and the reaction is that if that is the greatest show ever to hit the road, the balance is certainly not worth seeing. Also, it is stated, the publicity overlaps to an extent which is extremely deleterious. A play without set angles will nonetheless give the impression that it is the real warm material. The audience goes for it, and then when a real sex play comes to town, their previous disappointment keeps them at home. And the same applies to mystery thrillers, poignant drama, etc.

### Central Office

So, the legit chiefs and bankers are planning, all publicity for shows which go over the 35-weeks circuit will be handled from a central office, and every line of exploitation will be founded upon or at least based upon—fact. The over-exploitation of pictures as it is currently conducted will be a card in the hands of the legit people. They feel that their sincerity will win friends of those who are "taken" by the pictures through wrong steers from the p. a. s. And the best part of it is, it is contended, this will be the only picture that can't follow. For when a picture is completed there is so much publicity tied up that only the unluckiest rank ones can be shelved. But when a show proves an audience flop, the cost of scraping it is, comparatively speaking, negligible.

The negotiations for the legit chain are still in a formative state, but the advices say the time is considered so propitious for it that action will be resorted to when a proper liaison among the various producers can be brought about.

## CLASS B. U. DRAW

"Once in a Lifetime" continues to prove Sid Grauman's good judgment in bringing this satire from New York. Nineteen thousand dollars was the count for this week at the Mayan. This is important money for the legit field, particularly at a time when the speaking stage needs encouragement.

The surprise gross came with the check-up at the Baltimore. It holds the second place in the legit show. Majors in "Gypsy Aid," collecting \$7500 for the six days. Seven grand is nice money for this spot and a sweet testimonial to Mitz's popularity. It has been many seasons since she played in Los Angeles. Her drawing power hasn't waned the slightest.

The Hollywood way the Music Box collected \$3000 with Galsworthy's "Justice." This was not up to expectations but, all in all, considered fair.

The El Capitan did \$6000 with the last week of "The Torch Song" which is average. The "Red Hot Egg Man" moves in.

The Playhouse is reaching for "Pats in Spring" with Perry Askam and Eddie Lambert.

## Hughes Moves Into Pickford Spot at U. A.

There was considerable speculation around the United Artists' lot as to where Hughes and Hughes would move into when he moved in.

The aristocratic formalities must be preserved in the hierarchies of Hollywood, you know, and just when the young millionaire producer and oil man intended to establish himself as a matter for considerable debate.

Which Hughes settled once and for all, so to speak, by moving bag and baggage into the Pickford bungalow, which is the choicest spot on the entire lot.

## Movie Producers May Buy Legit Theatres As Testing-Out Spots

### Guess Who

Who is the mysterious young gigolo always in the enclosed pressroom from the stage set of a big foreign star, and who—much to the dismay of her many directors—always seems to have the last word?

What leading star once a western hero and a pash for feather robes is not kidding when he calls for his double to wade a six-inch stream of water, but needs no one to double for him in a seaspeak?

Who was the actor who tossed a sandwich at the femme gin wrestler and who got one whiff of the lady and told her if his friends wouldn't tell her he would? What was in the sandwich?

Who is the Hollywood egg who rings doorbells after midnight and figures that one black eye out of ten calls still makes it worth while?

What director now operates the biggest speakeasy in Los Angeles? He even brags about it.

What comedian in Hollywood was sued by a pick-up who because he promised her a Chrysler roadster and he settled out of court for an Austin?

Who is the technician strictly dishonorable and boasting about his conquests that took a Dempsey right on the button from a press agent and is now openly parading the agent's girl?

Who is the little rascal of camera men who is working both ends from the middle and cleaning up the riggle-way?

Who is the movie star likes snakes and doesn't understand why they cannot be trained to recognize her but is surrounded by "rats" who show cognizance of her penchant for reptiles?

Who is the politician's son with a high pressure selling potential who offers the wet goods "right off the boat" now making a nuisance of himself in executive circles and all hands tied?

Who had the empty gallon size cans for food chatter writer's wardrobe giving off odor of alcohol and she has all of her rubbing done at one of the chic massage parlors?

### WANT THEIR VAUDE

After a lapse of some months, Arizona and Texas are ready to go for vaude in the legit field. The word received here, five acts road show now playing the Public Theatres in the southwest territory is proving a big success and getting vaude reinstated. On the bill are Ferol and Gray, Blaney and Wood, Jack Cook and Co. Spencer and Williams, and Four Balzhazers. Robert Melkjohn is advance man.

### HUGHES' CHIEFS

E. B. Derr and Charles E. Sullivan, former production managers of Paramount, have struck his best Howard Hughes and all future production of the Caddo Company will be in charge of Derr and Sullivan. Their new deal, which is to be, they will assume their new executive posts immediately.

### CASES RULED OUT

Jack Russell, who closed recently in El Paso, was taken to the labor commissioner's office by some members of the city auditorium show. But the commissioner ruled none had cases, as the company was a legitimate one and been a community undertaking.

### THE EYES HAVE IT

There is an epidemic of eye accidents in the legit circles. Three men, the "Climber" prologue cast "took it in the eye" recently. Mildred Brown slipped on a sidewalk during the wet weather. Arthur Shillet was a victim of the opening night explosion, and Conrad Goyette struck his head. All accidents registering their effects on the optic of the injured persons. Shillet was the most badly hurt, losing a pint of blood. All are back now.

## FEAR COMBINE AS FREEZE-OUT MOVE

On the heels of reports received here that legit producers of New York are planning a road show route of 35 weeks under centralized direction, it was learned that a group of big movie producers also have designs on the nation's major legit houses.

An idea born when the talkies first came in whereby the movie magnates would test out their materials in legit theatres owned by them has been revived, due it is rumored to, reports from New York.

The proposed amalgamation of legit outlets points.

May Combine

It is feared, it is stated, that the legit people will combine to establish close contact through formation of a 35 weeks' road route, may further combine to hold up the line of legit product for movie production.

As a consequence, certain of the legit producers are contemplating eliminating this possibility by jumping in and buying up class houses in key cities, these houses to be used as testing points for prospective screen plays. The shows would be written by studio men and produced with studio money. If they win favorable audience reaction they would then be made into films.

Question Reopened

When the talkies first came in such a move was contemplated by the movie banking interests, due to the fact that New York stage producers, finding the movie market for dialogue material, skyrocketed the price of plays to an almost prohibitive figure. But in view of the threats that the screen would do its own plays if the prices were held up to the highest level, the rates were cut and everything went on as before until recently when the road show route was reached here. That apparently opened the whole question up again.

## Denver

### By Duty Rhodes

DENVER, Feb. 19.—With warm weather on the air, Denver theatres found the pickings kind of tough, practically all act houses remaining only a fair gate for the week.

Fanchon Milton, popular little soprano at Frank Milton's "Rivoli," was married to Buster Brown, the road show route manager, at this spot. Miss Milton is well known on the coast, having played vaude and pictures during the past few years.

Arthur Abercrombie Broadway opened yesterday with Walker Whitehead in "The Chinese Bungalow." His lounge, after a December start, closed early in Denver. Road shows should make this a pop spot, advance sales having been very satisfactory.

Frank Milton's Rivoli is offering a good burlesque amusement, the former policy of musical comedy. Business is good in this spot, it being the only stock company in town.

The Civic Symphony Orchestra, Horace E. Trueman, conducting, offer for its fourth pair of concerts at the Civic Auditorium, Feb. 19 and 22, Phyllis Kraeter, featured soloist. These concerts are usually well patronized.

George Baker, head man at the Public Paramount, put on a new one about here for the opening of "Cimarron," an all-night show being offered to take care of the crowd. The show is being run from the Denver and also local talent being the big draw. A packed house was registered for each of these after performances.

Jimmy Morrison, big shot at the local Fox Exchange, took top honors for the largest gain in sales for the period throughout the city during the week. This is the sixth time the Denver office has captured this prize.

## Among People

Elizabeth Forrester has been cast for a part in Pathe's new Constantine Bennett starring picture.

William Janney has been selected for a leading role in "Parade Wanted," a Pathe farce directed by Harry Sweet. Besides Janney, the cast includes Edward McWade, Marjorie Shodley, Harold Goodwin, Ethel Wakes and Al Austin.

Peggy Howard has been signed by Knoch for the female lead in the next Charlie Chase comedy.

William Seft has signed with Radio Pictures to direct "100 Many Hugs," starring Bert Wheeler, with Dorothy Lee opposite.

Jack Mulhall and Noel Francis, Radio feature players, were assigned to the leading roles in "Waiting at the Church."

Mary Astor and Ricardo Cortez will play the leads in Radio Pictures' "White Shirts."

Purnell Pratt and Rita La Roy have been added to the cast of "Traveling Husbands," which Paul Stone will direct for Radio Pictures.

Under the terms of a new agreement, Ann Harding will appear exclusively in RKO-Pathe pictures for the next three years.

"Rivets," a play by John McDermott, has been purchased by Howard Hughes. McDermott will write the screen adaptation.

Joe Bonomo has been signed by Paramount for a part in "Dude Ranch."

Jean Harlow of Caddo will be lent to First National to play the role of Helen in "The Public Enemy."

Joseph Moncurie March, Caddo staff writer, has been lent to Universal to write the film treatment of Bruce H. Lee's "The Outcast of Poker Flats."

Edward Sedgwick, M-G-M director, has been borrowed by Howard Hughes to direct an original aviation comedy as yet untitled.

Charles Rogers has joined the cast of Paramount's "The Lawyer's Secret."

Irving Pichel has been selected by Paramount for the part of the district attorney in "An American Tragedy."

Lilyan Tashman has been contracted by Paramount as a featured player.

Ten contracts have been signed recently at Paramount studios by executives, players, directors and writers. These signing contracts were William F. Lloyd, Siegfried, Carol Lombard, Regis Toomey, Lilyan Tashman, Helen Johnson, Edna Best, and George Hand, Albert Hackett and Travis Banton.

### AT MAGLACLAND

Joe Davis is at Magliland, Murray Rock's novelty trick store on the boulevard.

### SINGING BLUES

Nita Mitchell, blues singer of Station KFRG in San Francisco, who was recently brought to Los Angeles to produce the new floor show at the Pom Pom, is warbling in blue from KXN with Gerie Jacobs as her teammate. Gerie Jacobs is an ex novelty pianist and delineator of diversified songs ranging from down town torch melodies to sweet or snappy tunes, and she and Nita are a pair to draw 'em and do. The new KXN broadcast comes on the air at 6:45 p. m.

### ON RELIEF TRIP

Beverly Griffith, Fox Exchange representative, is en route to the Orient, where he will relieve the various exchange managers while they take their vacations. Most of the managers will leave the Fox executive offices in the states during the period. Griffith's assignment will continue for almost two years.

## SAVED BY THE REEL OF LEAVING

SAN DIEGO, Feb. 19.—An eleventh hour rescue of their only legit entertainment was staged recently by San Diego women's clubs and club organizations, who, through the Savoy Players announced that they intended to leave the southern city.

The Savoy Players carved out a goodly career and a nice following in San Diego, and seemed permanently set. But the "hard times" came along, and the Savoy Theatre, together with other amusement spots, felt its effect at the box office. Indeed business fell off so tremendously that the b. m. started looking for the redoubtable spot.

The troupe got as far as sending out a representative on the road to scout for a more profitable spot and perhaps to arrange for a stock tour. The farewell weeks were announced.

But that aroused the club women and civic organizations, and they rushed to the rescue of the troupe. By the time the word got in back of ticket sales and take other interest in their only legit organization as would assure profits.

## CHANGE MADE IN CAST OF "BRIDGE"

Isabel Dawn has replaced Miriam Secgar as the feminine lead in "Waterloo Bridge," which Dickson Morgan is producing at the Hollywood Music Box Theatre, Thursday and Friday of next week, (Feb. 24, 26, 27).

Miss Dawn, who is well known on the New York stage and in pictures, is the only change made in the cast since mutual announcement. Others include King Kennedy, who is playing the male lead, which was done by Glen Hunter in the original N. Y. show, Doris Lloyd, second woman, Ethel Griffiths, character, and Charles Cheever, character.

Dickson Morgan is directing. A highlight of the play is the air mail production of Morgan, which is the world war. To get the maximum out of this thriller, Morgan has arranged for the arrival of H. V. Kutsch, sound expert who staged the raid for the original N. Y. show. Kutsch is at present a sound man at Paramount.

While not yet definitely set for new production Morgan is planning to produce "The Shanghai Gesture," starring Mrs. Leslie Carter. He will not, however, take time in steps, awaiting their third after the three-matinee run of "Waterloo Bridge."

### TAKES BOW, DIES

Ellen Stewart took her bows after her act and suddenly dropped dead as she walked to her dressing room. She was 37. Her husband, who was filling a tryout engagement for West Coast. The cause of death, however, taken after the three-matinee run of "Waterloo Bridge."

### TO PRODUCE SHOWS

Bill Melkjohn has been signed to produce the floor show at the Pom Pom, which will be renamed the Club Royale under new management.

## "Limberlegs" Knows Traffic But is Stumped

"Limberlegs" Edwards, whose rubber-limb dance draws 'em wherever he exhibits it, arrived in L. A. this week to make a tryout at Fanchon and Daney.

March 12.

"Limberlegs" started for the Los Angeles office to say hello, planning to rent a car to drive through. Knowing the traffic was some heavy, this states he thought the formalities would be easy. But the traffic was too heavy and had to take the trolley.



# ENTERTAINMENT WEEKLY

## Garbo in "Inspiration" eases into top figure of \$41,021

### PICTURE WEEK

Garbo in "Inspiration" eases into top figure of \$41,021 this week with a gross of \$14,021. "Inspiration" is one of the best treats which has fallen to the great Garbo and a big take was expected. This gives MGM two winners for the week. "Trader Horn" is holding strong with a gross of \$12,022 for its fifth week. This also was figured one of the best pieces of box office merchandise and a hot market. The Orpheum was next with "Cimarron" taking \$30,000 in five days, considered high. The run continues on this masterpiece.

RKO Hill Street with big time picture and a hot market. The winning for its picture came under the wire fourth for \$14,000. This is considered good. "The Sign of the Cross" is doing well. The picture has "Many a Slip," risqué slapstick-farce. Pantages collected \$11,895 with a Fanchon & Marx idea on the stage and "Scandal Sheet" on the screen.

Carley Circle is holding up smartly with "East Lynne" as like-wise the Criterion. Egyptian gathered \$10,212 with the right to "The Sign of the Cross" and "The Sign of the Cross" United Artists was fair with Colman's second week of "The Devil to Pay" and Paramount up to par with "Stolen Heaven." Warner's Hollywood grossed \$15,000 with "Kismet" while the Foxes took the rank \$9,000 into the cash register with "Other Men's Wives."

## EARLE WALLACE HAS NEW STYLE BALLET

Earle Wallace is producing an ultra-modern, original ballet, "Overture Logue" for Publix Theatres to open February 26 at the Grand Paramount.

Wallace's new style of ballet is built on rhythmic movements along with the dramatic. The ballet is using 18 dancers. Special musical arrangements, to be played under the direction of Wallace, new lighting effects and unique costumes are planned to set off the ballet in an interesting art atmosphere.

## UNIQUE FEATURE

The Fox Arlington will be completed and opened at Santa Barbara, California. The new theatre is a modern expression of the California of the Spanish days. A glass-enclosed lobby, club room, where a theatre dinner party may be presented during the picture showing, will be a unique feature.

A. Leslie Pearce has been engaged by Christie to direct, "Meet the Wife," from the stage play. F. McGraw Willis is doing the adaptation.

## New Dance Is Scoring Heavily At Local Orph

We'd expect to hold the lowbrows goggle-eyed, and uniquely artistic to a degree that keeps the long-haired bores in the same state of shock. Shillet is drawing much favorable comment on his work in Bud Murray's "Cimarron" prologue at the Los Angeles Orpheum.

His intense sincerity regarding the new pantomimic form, Gargyle Dancing, is attested by his own work. Shillet has adopted some of the technical principles of the Mary Wigman school, which had the dance world on its ever-defensive ear a few years ago and developed them further along his own individual lines. Drama, subtle or mellow, and comedy, and the ominous rhythms of tragedy, the lighter moods and phases of emotion, all find vivid expression in his satisfying pantomime. Shillet's notable muscular control coupled with strong mental and physical co-ordination, permits him to interpret without the use of words any situation, idea or circumstance in the dramatic realm.

## Cuba Night Life Trade On Boom As Canal Zone and S. A. Fall Off

### 'Round the Lots

By BETTY GALE

Charles Hutchinson is up and around his home again, though still confined to the house with two bed pillows. He suffered when he fell off his garage shortly before Christmas. Game through and through is this producer, for despite the pain (and also the doctor's orders) he stayed active on the lot until his current picture was finished, then went home to an invalid's bed.

Hutchinson is all excited over what he declares a real shot. The boy's name is Randolph Scott. Scott started out in extra work, landed with the Pasadena Community Players, graduated into leading roles in the Workshop and then stepped into leading parts in the Community Playhouse itself.

He has a leading assignment in Hutchinson's "Women Men Mary," which is now in the process of cutting. Everybody around the lot is enthusiastic over the work he did and they're all looking for a big break for the boy. From several lengths of rushes I saw, I think they're right.

Others in the cast of "Women Men Mary" are Ed Kelly, Crauford Kent, Natalie Moorehead, Kenneth Harlan and Jean Deva.

Hutchinson has Scott under contract for three more pictures, and the producer declares the boy will be sure to step right along into the top ranks. Hutchinson should know as among others, he gave the first parts to Charlie Farrell and Joan Crawford.

El Brendel is in the Cedars of Lebanon hospital, the result of being kicked in the right eye by a dancing girl on the set the other day. That the injury is not so serious as it might have been, is a stroke of luck for El. Keep away from dancing girls, at least out of kicking distance.

Thomas Meighan has back in Hollywood, having arrived from New York City. He is opening "The Coast" will get more than its share of the boys preparing to start out on the general conditions are on the upward trend.

Craft Greater Shows have already opened at Calceico for a one week stand, with Brawley to follow. Robert M. Clark shows and Zeigler Carnival Co. are preparing for an early start and the Al Barnes Circus is slated to open about April 20.

Foley and Burke, pioneers in the carnival game, are getting all trimmed up for an April start.

Blanchard, show printer, is spending two weeks in Cheyenne at the annual rodeo.

Sultan, giant orang-outang, suspected of pneumonia at Fleishacker Zoo last week.

Pete Kortz and Mike Golden's elaborate indoor side show at 1143 Clark street is now doing a high class. The pair have taken on long lease on this site and the box office receipts are justifying their action. The present show is made up of the following: Barney Nelson, armless wonder; Athalia, blind girl; Elroy Blake, comedy tricks; Mona Prevat, sword box; C. R. Rice, human train; Nee Albanna Serenaders; Zulu, carnival dancer; Hoppe, the Fox; Boy; Elsie Baker, dual sex; Nabor Felix, sculptor; The Clemmings, Will Z. Smith and Art and Snow; Fire, glass blowers; Prof. Ruhl's trained feline; Eugene Henningsway, twined swallower; Max Eisenstein, "Before Birth" show with Dr. Scherer lecturer; Lawrence Johnson, ventriloquist; Deo Aldrich, lecturing director; G. D. Miles, organ band; Leroy Orchid and Bill Tack, cell singers and Ben Pardo at the door.

John Smith, Fox-Movietone foreign production executive, is on his way to Hollywood from Europe.

The Sam E. Morris Motion, which is commemorated yearly by Warner Bros. since forces, will take place during May.

## PLAY MOVIES SWING HARD TO ISLAND

The coming of hard times to the United States has meant a vast increase in the prosperity of night life proprietors of Cuba.

Whereas this gentry looked for a big cut in their revenues as the economic depression in the U. S. increased, the reverse has proved the case, and anyone with an attractive spot, proper entry into official good graces and adequate capital to sustain over the initial period of establishment, may do a neat business in playing.

## Pay Is Same

This report of affairs on the island has been received by Los Angeles bookers who specialize in cabaret entertainment for extra-terrestrial spots, and the demand for talent in Cuba has increased materially. However, rates of pay remain the same as formerly, due to the fact that Cuba also has felt the current American policy of holding that a raise in salary is equivalent to no raise.

## Job Left

The job of the nation's economic depression has been left, however, in the Canal Zone and Central and South American places. The demand for entertainers in those areas has fallen off terrifically, and even when talent is wanted, the former guarantees of transportation and a minimum number of weeks' work is not forthcoming.

However, to the whole matter lies in the amount of steamboat fare. The tourist trade which supports the night spots is heading for the cheapest wide-open destination, to-wit: Cuba, and spending on seeing the sights which is saved in transportation.

## Outdoor News

SAN FRANCISCO, Feb. 19.—The season is opening. The Coast will get more than its share of the boys preparing to start out on the general conditions are on the upward trend.

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## OPENS WALKATHON

SAN FRANCISCO, Feb. 19.—Sam Berkovitch has opened a white and colored walkathon at the old Rippertan Dance Hall on Market Street. The first one such event has ever been held on the main trail.

## No queen or official hostess of the Olympic games due to the international character of the event.

The City of Los Angeles and the State of California will act in that capacity. The contest awaits a gliding party at William Garland, chairman of the Olympiad.

## So far only 11 people have lost their social rating due to their inability to pronounce Berkeley Square.

## Jamaica ginger's toll reached 55 in Los Angeles February 10 with several new cases of jake paralysis being treated by the city health department. It used to be wood alcohol and now its jake.

## Big western star is being sued for breach of promise. The gal refused to cease embracing defendant and big salt sea wave was the only thing that broke the clutch. She took his dog, climbed through his trousers and offered to stay there. No further information forthcoming.

## It was necessary to omit smoking scenes from "Kismet." They're discriminating against me, said O. S. Skinner, there are genuine Turkish smokers in the cast. One scene high. The scene is still out.

## It looks like Um Merkel, opposite Will Rogers in "Cure for the Blues." Fin Dorsey was slated but took the chop on a pub stunt and took the beach.

## Jack Hazard at the RKO this week does not kick sugared crullers, known in the better circles as donuts. He has the sugar look, but the talcum and on the necktie makes wies think things.

## La Guinan takes journalistic course at Columbia, object being to prepare for evangelism. We expect to hear the name of the new Winchell taking up horseshoe pitching as a science that will equip him for saving the halibut industry.

## LEAVES PROLOGUE

Gertrude Sweetwood, one of the soloists in the "Cimarron" prologue at the RKO Orpheum, has been forced to leave the show due to illness of her parents. She was given a big farewell party by the company.

## FIGHTER PLANS ACT

Earl Mastro of Chicago, runner-up for the featherweight championship, has been postponed until the first of next month, according to report from the Belasco office.

## CASTING POSTPONED

Casting for "Elizabeth, the Queen" has been postponed until after the first of next month, according to report from the Belasco office.

## DOING SATIRE

Mack Sennett is doing a take-off on "Once in a Lifetime." Andy Clyde and Harry Gribbon are in the leading roles as motion picture producers.

## CAST COMPLETED

The cast of RKO's "Madame Huguette" has been practically completed. Lily Dammit, O. P. Heggie, Lester Vail, Ruth Weston, Miriam Segar, Halliwell Hobbes, John S. Steadman and Blanche Frazier.

## ATES' VEHICLES

Harold Schwartz, writer-director, formerly with James Cruze and Fred Niblo, has been signed by RKO to write a series of starring films for Roscoe Ates. Schwartz will also direct the first one.

## TWO GOALERS

Two AIs that keep every time. Al Singer, former lightweight champion, and Al Boasberg, Radio pictures' scribe. They met for the first time on the Radio. Al Singer telling Boasberg how he goes 'em to put 'em to sleep while Boasberg says, "I know how he goes 'em to keep 'em awake."

## AUDENCES CAN HEAR TOO MUCH BARK FOR SHOW PEOPLE

The class of talent which is now being used in ensembles on the coast is the highest type in western show history.

The price of putting solo voices and solo performers into groups has been growing as the economic pressure became greater, forcing down salaries and making any kind of a job look good.

Insofar as salaries are concerned, stage shows on the coast in many instances are now being produced at one-half to two-thirds of their former cost.

The prologue to "Cimarron" at the Orpheum, produced by Bud Murray, is a good example of the class of talent now in coast ensembles. Most all of the voices are solo voices, and when they're working in chorus the effect is excellent. The least two good outside facts in that this group is being sought after constantly for special ensembles. Among other outside facts, they recently sang at the Baltimore at noon, and at the Banger's at the last night.

The same is true of dancing groups. Numerous people who rate as the best in the west will be working as one of a line.

How far this state of affairs is going to prove a relief to tell, but up to date there's been no relief in the down-grade slide—with the only consolation being that audiences who are getting used to their money than ever before. But it's tough on show business.

## EDITH JANE SCHOOL INSTRUCTOR SIGNED

Adolph Bolm has signed with First National as ballet master, technical director and first dancer in a new picture which will use a large number of ballet dancers.

Bolm is at present guest instructor at the Edith Jane School of Dancing in Hollywood. He plans to use about sixty dancers, some to be chosen from among pupils in the school, and others to be selected from try-outs. Men and women dancers are being interviewed at the Edith Jane School.

## ARE BACKSTAGE

R. George is now backstage at the Edith Jane School of Dancing, formerly owner of the Riverside Theatre, a neighborhood house.

## RKO SIGNS McWADE

Robert McWade has been signed for a part in RKO's "Too Many Cooks." The Harry Weber offices handles McWade.

## Morgan Will Put On Eight Shows Here

Dickson Morgan, theatrical producer whose picture appears on page one of this issue, has been signed by the cast of "Waterloo Bridge" by Robert E. Sherwood to be given at the Edith Jane School, February 24, 26 and 27. He plans to put on eight plays for Morgan type of production. Some of these are distinctly non-commercial material, others include "The Pathetic" by John Masefield, and perhaps, "The Shanghai Gesture" with Mrs. Leslie Frazier.

There is a definite place in Hollywood and Los Angeles for Morgan type of production, which is characterized by excellence of direction, acting and presentation. The cast of "Waterloo Bridge" is headed by Doris Lloyd, King Kenneth, and others. Morgan was identified with the Vine Street Theatre at the time of its opening. Morgan was an important member of the former firm of Tom and Al Wilbur, which has been directing in Newport, R. I., and Kansas City, working also along guest-star stock lines.



# STREET SCENES

By TED PRICE

## KISMET WARNER BROS. PICTURE (Reviewed Feb. 17)

This lavish piece of oriental magnificence is going to inspire a lot of exclamation points. It is easily one of the most splendid bursts of technique from the international viewpoint that has reached the screen in many years. It cost plenty but the gasps of awe when those Baghdad interiors, minarets and mosques open to view may be well warranted.

The story of Hadi, the beggar, is familiar to all, and Oksin Kismet, the girl who is sold into the flesh will be so much velvet for the screen version. There is evidence of this when Hady dispossesses the beggar. The gem he finds has found its way into the classic: "To the Caliph I may be dirt, but to the dirt I am Caliph," and many in the audience could be heard repeating it with him. Kismet has flavor of history and tradition: a standard volume.

Skinner's acting is flowery and bombastic but well suited to the glamorous character he portrays. As a rascally murderer, murdering, fawning beggar who thinks Allah for anything his acting is suited to the role.

A rib-tickling surprise is the dream that will suit the old and bearded bazaar keeper, Lord Sterling. He romps through his brief life for plenty of laughs. Loretta Young and David Manners are sady out of place in this story. They are not oriented to the part. Can grace the harem with a personality that is. Performance, though, is splendid. The part of all. Sydney Blackmer has been seen to better advantage. Edmund Breese as the highwayman, though, is real. The scene with Dilon directed.

## THE DEVIL TO PAY UNITED ARTISTS THEATRE (Reviewed Feb. 13)

This is a one personality picture. Ronald Colman and nobody else figures. When he isn't on the screen you're hoping he will show up soon. Everything in this production was class. The story mounting, and cast were select, de luxe, ultra-ur-de and then some; but they, it and what have you, melted into the background like a snowball in hades when Ronald Colman swung into the picture. This guy guttates personalities like an eraser. How this suave and sophisticated character and forceful manner dominates the running is something for the chatter sisters to write home about. Every element of a sophisticated merges to him. I believe that he is the only star on the screen who combines diphany with sophistication to the taste of both the mob and the intellectuals.

It would not surprise this reviewer if Colman hangs up a box office score with this "Devil to Pay." Something for the he-men stars to shoot at a sophisticated and hefty vocabulary may be slightly against it, but Colman's personality makes up for the deficiency. At times the dialogue will be puzzling to the dumbdumbs, but there are many bright moments understandable to all. There is one sequence where he is attracted to a terrier in a pet shop window. The pup is named after Colman but has twenty pounds to his name and the price of the dog is fifteen. He finally succumbs to the little fellow's beseechings and tosses the bankroll. The pathos is deep.

The Colman magnetism, charm, far-reaching and effective is this feature's sole appeal. Everything is directed to the point of view, enough anywhere, providing the asking price isn't too hefty.

## INSPIRATION LEWIS STATE (Reviewed Feb. 12)

"Inspiration" is every bit of just that. A more suitable vehicle could not be desired for the Garbo personality. It has both mass and class appeal and outside of the slight criticism of its dialogue and action it gets across with a punchful realism. Just two Joseph Cebian has long been applauded for better parts but gets little more than usual.

On the whole, the picture cannot be called as a prominent con- siderable. Although sympathy and suspense is well sustained there doesn't seem to be the vitality and wallop of previous Nancy Carroll pictures. It will add very little to her personal following, but she needs little. On the whole, it is capital entertainment but headed for the split weeks.

OTHER MEN'S WIVES  
WARNER BROS. PICTURE  
(Reviewed Feb. 14)

With a class and exceptionally fine photography, but a story that limps on the last lap, Marjorie Davis and her cast of a community that holds interest like a bedroom scene but a last sequence that hits picture a foul sock below the belt.

If this is aimed at the conductors and flagmen it will get plenty of the three-fourths of it going. The theme is well handled that far. It hits close to home, though, and the audience who goes with the hogsheads see that blind engineer feeling his way through a maze of tracks, box cars, switch, and turntables. The picture is the rain and finds the right engine among a hundred, the producer of the car. So much for the story.

William Wellman did an admirable job of directing this way. He keeps a suspicion and fight sequence between Grant Withers and Regis Toomey at a tension that reaches its peak. Skilled handling. Wellman deserves better stories. He is a meg artist who deserves his rep.

James Cagney has little to do, but he does that to the mounting satisfaction of all. One of these days, and Regis Toomey are going to fall into a story that will give them coin value in the Ed. Robinson class. Skilled handling. Wellman deserves better stories. He is a meg artist who deserves his rep.

## STOLEN HEAVEN PARAMOUNT THEATRE (Reviewed Feb. 12)

Reviewing the essence of fantasy, this picture will appeal. Carroll and Holmes put across a convincing performance. With the exception of a few last-fetched bit of altruism in the gambler giving the kid \$20,000 to save him from a stretch of life, the picture is to complain in this opus, that is, for the nature of it.

A boy holds up the watchman in the factory where he works and gets away with \$20,000. Stunned by a bullet, he wanders into Carroll's hands. The kid is named on the pickup. She saves him from the coppers and then comes up to the love and love and love. The picture is a good one when the boy will check out the self elimination. He knows he will never be able to come back to the sordid existence he endured before he lifted the dough. When the money he has been given is used, the boy finds himself in love and other ways are sought to save the boy. The picture is a good one when the boy will check out the self elimination. He knows he will never be able to come back to the sordid existence he endured before he lifted the dough. When the money he has been given is used, the boy finds himself in love and other ways are sought to save the boy.

built up with a proper sense of their place in the story. Louis Calhern was a fortunate selection as the proprietor. He plays the third important role.

There is very little for any of the featured people one sees fit to mention. The picture is a good one when the boy will check out the self elimination. He knows he will never be able to come back to the sordid existence he endured before he lifted the dough. When the money he has been given is used, the boy finds himself in love and other ways are sought to save the boy.

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## MANY A SLIP RKO HILLCREST (Reviewed Feb. 12)

A good box office yardstick necessarily and overly slap-sticked. An inadequate situation with directing and a cast of stars, the picture is well set, revealing a mood and feeling for her role that registers effectively.

The director of this picture lies in good casting and a compact, concise delivery. A far-fetched piece of imagination at times, the picture is a good one when the boy will check out the self elimination. He knows he will never be able to come back to the sordid existence he endured before he lifted the dough. When the money he has been given is used, the boy finds himself in love and other ways are sought to save the boy.

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kid toys. Through nosy relatives he learns he has been misled. He walks. The same meddling in- terference of the relatives who are common enemy. The news that the "blessed event" will materialize brings them together again.

Honorable intentions were the motif. Fear of the censorial scissors was needless. Nothing delicate about this picture. This picture have been vigorously rubbed into everyone assigned to the making of the industry. The desire to do the handling that spelled lack consciousness. "Many a Slip" had all the texture of a fine little drama until this apprehension sent Hopkins the plumber, and Smith the friend took into the continuity with sluggish and jerky hok. Although there were restrictive reasons for gagging the story this way it seems that busted plumbing slap-stick was out of joint with the theme, and the personal atmosphere created by John Bennett, Lew Ayres, Roscoe Karns, and the rest of the cast. Nugent. Just a fairly enjoyable comedy, with most of its appeal to the giggle trade.

## "BALI" COLUMBIA THEATRE San Francisco

Through extensive advertising and billboard campaign this indie picture opened to an okay house at the Columbia, prices ranging from 10 cents for downstairs to 50 cents balcony.

Augmenting the picture was a good show of Hawaiian music and dancing. A 17-minute cut scene, which could have been built into an outstanding feature through the use of better lighting and scenic effects, this fine opportunity for downstage to 50 cents balcony.

"Bali," produced by J. C. Cook and distributed by J. W. Jackson is a travesty of the island of Bali, one of the Dutch East Indies group of islands.

Travel episodes were especially interesting and the film contained much of exploitation value. Local natives drove home the theme, "where nudity is a mark of purity" and probably that was responsible for a lot of the draw. There were dialogue synchronization and color sequences which were outstanding in Harriscolor. Properly exploited, this fine opportunity to draw in the lobby by the proper campaign.

Lobby was decorated with much local material and a native ton ton beater who did his stuff in the cold San Francisco air while dead in a tiger skin.

A 17-minute educational comedy "Their Wives Vacation" and a Terry Toon cartoon completed the show.

## Presentations

## TALENT IDEA LEWIS STATE Reviewed Feb. 19

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lady by the name of Jean Carr who turned loose two difficult routes of tapping that collected an outburst. Finishing her portion she stepped to the foots and announced the kinfolk responsible for her talent. Her mother stepped on and angled them three ways.

With a demureness, a charm of personality and a tap offering that was a thing of beauty. This picture have been vigorously rubbed into everyone assigned to the making of the industry. The desire to do the handling that spelled lack consciousness. "Many a Slip" had all the texture of a fine little drama until this apprehension sent Hopkins the plumber, and Smith the friend took into the continuity with sluggish and jerky hok. Although there were restrictive reasons for gagging the story this way it seems that busted plumbing slap-stick was out of joint with the theme, and the personal atmosphere created by John Bennett, Lew Ayres, Roscoe Karns, and the rest of the cast. Nugent. Just a fairly enjoyable comedy, with most of its appeal to the giggle trade.

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## FOX EL CAPITAN SAN FRANCISCO (Reviewed Feb. 15)

Plenty of meat to this Peggy O'Neill stage show which used a quartet of okay acts in addition to Jay Brower's band and the line of 16 girls. Big event of the week. The picture was with the assistance of Adele Beers who can fast the boys come to the picture. The picture was with the assistance of Adele Beers who can fast the boys come to the picture. The picture was with the assistance of Adele Beers who can fast the boys come to the picture.

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## PARAMOUNT THEATRE Reviewed Feb. 12

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# In Hollywood -- Now

By BUD MURRAY

To the opening of "Gypsy Aid", starring Mitzl Hajos, whom we haven't seen in 14 years, and she looks just as cute and young as ever—although we must confess that Mitzl has lost that charming Hungarian dialect that made her comedy stand out more pronounced; now there is hardly a touch of it, and not until the finale of the show did we get a glimpse of that "perk" little figure of hers, when she discards the robe of Florence Standish and becomes Gypsy Aid—Her too few numbers were very much appreciated by those gathered this night for the festivities. The show itself is not good enough for this clever artist, and the less we say about it, the easier it is for us to "chatter" and Dramatic writers witnessing the play thus notables of the Stage and Screen—including Miss Florence Lawrence, Harrison Carroll, Philip K. Smith, Harry Burns, Miss Llewellyn Miller. During intermission a few words with Al Cohn writer of the program for Warner Brothers. We noticed that

tud Murray  
bim Lou Housman who used to be Al Woods' Head Man for many years—Colin Campbell who played the jockey with Big Eay, which we handled for Al Jolson in 1926—Colin also played the same part for Warner Brothers in the "Big Boy" screen version—Charley Murray rite down in front—Mr. and Mrs. Herman Paley seem to be at all the legit openings—That gorgeous talking picture prima donna Jeanette MacDonald strutting down the aisle—That's that—George Harris now rehearsing in the McDowell-Albertson opera "Paris in Spring"—Another shrimp rehearsing with the same show is Eddie Lambert, and we hope they take away those big shoes of Eddie's in this show, because he can be funny without them—in HOLLYWOOD or any other wood.

We must apologize to Alice White and Cy Bartlett for the misprint of Cy Kahn's name in Cy Bartlett's place—What a break that would be for Cy Kahn or any other mug—So we repeat it was Alice and Cy Bartlett we talked with at the Blossom Room last Friday. Walking up the "Big street" of Frisco last week with Harold Bok, manager of the S. F. Fats offices, we bump into Clarence Muse who was playing there in "Porky" and doing very well—A few words with Miss Benay Venuta now a steady feature of KPO Radio Station, and who sang for us a year ago for the Harry Carroll Revue—Dick Marshall who used to be head man for Henry Duffy up here strolling down the "avenue"—and then back to Hollywood where traffic is terrific about 9 p. m., then they pull the streets into for the Nite—Driving past Western and Sunset we almost crash into our little blonde girl friend Frances McCoy now at Fox Studios working day and nite—An unexpected visit from Thea Lightner, sister of Winnie, and with Thea is Newt, or Newton Alexander, and that's the old trio "Lightner Sisters and Alexander"—What a vaudeville act that was—and now Winnie is a real star for Warner Brothers pictures—and Thea is the "Theatrical Booking Agent."

Then to the Brown Derby for a bite lunch and in a booth we spy Eddie Cantor telling some brand new gags "fresh from Neo York"—Sally Starr who works with us in "Le Maires Affairs and Scandals" now has a head of red hair, evidently doing some technicolor pictures—That's the new gag now when the "girls" in picture change the color of their hair—Sally has had some darn good breaks at Pathe Studios—Another girl who has changed the color of her hair whom we hardly recognize, she was so thin—we mean Kitty Flynn, who was our pet under study in "Good News"—here Tom Gallery general manager of the Hollywood Fite Club gesticulating wildly—Tommy Dugan a boy from The Avenue's in NOO YAWK now a steady feature in talking pictures—Lew Cooper one of the yesterday's blackface comics, who has been out of show business for some time and has made a few thousand grand in Real Estate, now has the "Pitcher" business here and means to stay here, at any rate his "Missus" says so—and if Lew's brother-in-law Harry Alesk can make the "fitcher racket," why can't Lew?—Even if he has to be a Supervisor—Bryan Foy who is now contemplating putting his own shorts—John Medbury in a booth by himself—where oh where is his "Mouthpiece," Hal Horne—A flock of booking agents including Lew Schreiber, Walter Herzburn, Al Lloyd, Bill Perlberg and we then have an old-fashioned chat with our boy friend Larry Ceballos who is up to his nose grinding our Fanchon, the Marco Ideas—Another fine Dance Director enjoying his luncheon here is Dave Bennett—and believe it or not, they are all in HOLLYWOOD NOW.

Then to the usual Friday Nite Fites at the Hollywood Legion Stadium where we again see Mr. and Mrs. Bert Wheeler back in their front row seats—Jimmy Lucas playing at the RKO Hillstreet funds to see a couple of hours—look at this flock of talking picture directors scattered here and there—Harry Beaumont who directed us in a picture way back in 1916 at the old Essanay Studios in Chicago—Norman Taurog, Al Ray, William Wellman, David Butler—and a few more directors won't hurt, for instance Dave Bennett, Busby Berkeley, Ed Tierney who runs a dancing school too—(In Pasadena)—We noticed quite a few stage stars who are in HOLLYWOOD NOW and for some time in pictures, such as Hale Hamilton who played in "The Fortune Hunter" with John Barrymore about 1906 at the Globe—Olsen and Johnson vaudeville stars—and Edward G. Robinson who is latest with his latest "Little Caesar," which seems to stick to him wherever he is introduced—Leon Erol rite in the front row gets a big kick out of a pair of wobbly-legged fitters stealing his stuff—B. B. B. loses all sense of bad business when at the Fites—Our dear friends Mr. & Mrs. Macklin Magley—all in HOLLYWOOD NOW.

A couple of regulars are Dolly Nelson who seems so forlorn because her Eddie is away—We mean Eddie (Sunkist) Nelson who has gone on his usual vaudeville tour—With Dolly is Lee Summers, her sure side-kick, rite in HOLLYWOOD.

We drop into B. B. B.'s Cellar for a look-see at the Country people, and the place is all ritzed up with a 5 piece band for the dancing friends—Leonard Stevens blows in wearing a pair of smoke glasses (evidently in pictures) but still a darn good pianist—and B. B. B. knows it.

So we drop into Henry's Restaurant for a "snack" and as we enter the "Dumny Newboy" does a few tap steps for us on the good old sidewalks of the Boulevard—He is still a darn good Newboy—Earl Mastro that clever featherweight fiter from Chicago and Mr. Mastro lay it on the line and are the best rehearsing vaudeville act with plenty of "hoofing" in it—A large party of some sort including H. B. Franklin formerly of the West Coast Theaters—Roscoe Ates and his darling daughter with Mrs. Roscoe Ates—Harry Meye who once again revived in the Chaplin picture "City Lights"—An old time Shubert juvenile and originally one of George M. Cohan's favorite singing and dancing juveniles, and our brother Masquer and pal, Tyler Brooke—Stan Laurel all slicked up in a booth—Wm. Beaumont, gentleman screen director—and Joe Berliner talking to a very dear old friend, Ed. Margolies who used to build theatres for our old bosses Messers. Lee and I. Shubert and every single one of them rite in HOLLYWOOD NOW.

## Studio Production Schedule

PRODUCTION SCHEDULE						
Title	Players	Cart	Director	Asst. Director	Cameraman	
Riders of the Plains	Tom Tyler Lillian Bell Ted Adams		J. P. McCarthy	Paul Malvern	Archie Scott	Shooting
Frontier Days	Bob Carter		J. P. McGowan	Bill Mohr	Carl Himm	Preparing
COLUMBIA						
Subway Express	Jack Holt Alice Pringle Joan Roberts Fred Kelsey Sally Bracey Edith Wales		Fred Newmeyer	Unassigned	Unassigned	Shooting
The Fighting Patrol	Jack Jones Carolea Geraghty		Ross Lederman	Unassigned	Unassigned	Shooting
Miracle Woman	Barbara Stanwyck		Frank Capra	Unassigned	Unassigned	Preparing
The Good Bad Girl	Boy Nell		Unassigned	Unassigned	Unassigned	Preparing
Lover Come Back	No Cast		Eric C. Kerton	Unassigned	Unassigned	Preparing
Untitled	Jack Holt Edith Wales		Unassigned	Unassigned	Unassigned	Preparing
Virtues Bed	No Cast		Unassigned	Unassigned	Unassigned	Preparing
Pity Fathoms Deep	No Cast		Unassigned	Unassigned	Unassigned	Preparing
Meet the Wife	Launa La Plante		A. Leslie Peck	Unassigned	Clare Van Engert	Shooting

### EDUCATIONAL JAMES CRUZE PRODUCTIONS

Salvation Nell	Heck Chandler Ralph Graves Sally O'Neil Charlotte Walker Joan Roberts De Witt Jennings Mathew Betts Wally Albright, Jr.		James Cruze	B. Eversy	Charlie Schoenbaum	Shooting
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### FIRST NATIONAL

Chances	Douglas Fairbanks, Jr.	Alan Dean	Jack Rolland	Ernie Haller	Shooting
Broad Minded	Joe E. Brown	Meyrow Le Roy	Irving Asher	Sidney Cox	Shooting
You and I	Lewie Stone	Robert Milton	Unassigned	Sol Polito	Shooting
Reckless Hour	Dorothy Mackall	John T. Dillon	Unassigned		
Upper Under World	Walter Huston Doris Kenyon Herb Warner	Roland B. Lee			

### FOX

Skyline	Spencer Tracy Marguerite Churchill Sally Eddes John Wray Warner Richmond Robert Bruce George Katt Edmund Lowe		Roland Brown	R. L. Hough	Joseph August	Shooting
Women of All Nations	Robert Bruce Victor McLaglen Eric Nissen El Brendel		Raeal Walsh	Unassigned	Unassigned	Shooting
Untitled	Elissa Landi		Kenneth McKenna Wm. Menzies	Unassigned	Unassigned	Preparing
Six Cylinder Love	Spencer Tracy Wm. Collier, Sr. Carl Warren Loraine Raker		Thornton Freeland	Unassigned	Unassigned	Preparing
Young Sinners	Unassigned Thomas Meighan Hazel Allright Lillian Privin		John Blystone	Unassigned	Unassigned	Preparing
Daddy-Longlegs	Unassigned Gaynor Meighan		Unassigned	Unassigned	Unassigned	Preparing
Cure for the Blues	Will Rogers John T. Murray Lillian Landi		Frank Borzage	Unassigned	Unassigned	Preparing

### M. G. M.

The Squaw Man	Warner Baxter Jeanne Boardman Lana Velez Chas. Pickford Robert Young Ray Young		C. B. De Mille	Earl Haly	Harold Rosson	Shooting
The Torch Song	John Crawford Neil Hamilton J. M. Brown Marjorie Main		Harry Beaumont	Bill Ryan	Chas. Rosher	Shooting
Shipmates	Robert Montgomery Dorothy Jordan Ernest Terrence Robert Burroughs Cliff Edwards Gaston Glass		Harry Pollard	Red Golden	Clyde De Vienna	Shooting
Cheri Bibi	John Gilbert John Herboldt Greta Garbo		J. Robertson	Earl Taggart	Oliver Marsh	Shooting
Susanne Lenox	King Vidor		Unassigned	Unassigned	Unassigned	Preparing
Never the Twain Shall Meet	Cocchita Montenegro Ledita Howard Cl. Albre Smith Lloyd Ingraham Michael Lewis Clyde Cook		W. S. Van Dyke	Jack Menz	Marshall Gerstad	Shooting
Triad of Mary Dugan (Spanish)	No Cast		Benito Perojo	Unassigned	Unassigned	Preparing
Three Souls	Norma Shearer		Clarence Brown	Unassigned	Unassigned	Preparing
Sea Eagles	Clare Lane, Betty Marjorie Ransau		Geo. Hill	Unassigned	Unassigned	Preparing
Five and Ten	Irene Rich		Jack Conway	Unassigned	Unassigned	Preparing

### METROPOLITAN

#### CHRISTIE

Meet the Wife	Unassigned		A. Leslie Pearce	Unassigned	Unassigned	Preparing
Tuxedo Comedy	Clyde Cook		Harold Braddine	Unassigned	Unassigned	Preparing
Vanity Comedy	Unassigned		Unassigned	Unassigned	Unassigned	Preparing

#### QUILLAN FAMILY

Untitled	Quillan Family	John Quillan	Fred Tyler	Alec Phillips	Preparing
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#### ALLIED PICTURES

The Ape	Harry Langdon		Renaud Hoffman	Unassigned	Unassigned	Preparing
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#### ACER PRODUCTIONS

Clearing the Range	Hood Gibson		Reeves Eason	Unassigned	Unassigned	Preparing
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(Continued on Page 15)



# INSIDE FACTS Of Stage and Screen

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ALAN EDWARDS - Secretary and Business Manager

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## A Forward Step

The progress—forward or backward, as one looks at it—while the screen has made since the Vitaphone revolutionized the industry is most emphatically demonstrated at the current moment by Jesse Lasky's announcement that Paramount-Publix will make Theodore Dreiser's "The American Tragedy."

Paramount bought the picture rights to the book in the silent days, and, after a great deal of talk and publicity, the idea of making the classic into a celluloid was abandoned. But the idea was again revived when the master Russian director, Sergei Eisenstein, was here. Hollywood was, to use the much-abused term, all agog as to what the creator of "Potemkin," "Ten Days That Shook the World," and other of the screen's great pictures would do. When it was announced that his assignment would be "The American Tragedy," everyone who knows anything at all about the film game predicted a classic of classics.

But some of the publicity-seeking alarmists of this town—and they are as the sands of the sea—screamed into print with a terrific uproar about the fine hand of Moscow, or some such twaddle, and there were boards to investigate and other ridiculousnesses practiced in the name of Public Service. (Capital P, with capital P, if you please.) Rather than keep this tempest in a teapot going, Lasky and Eisenstein parted company, and a great picture was lost.

But now Paramount will make Dreiser's masterpiece, and while there does not seem to be available a director who could do it with the same great genius of the Russian, we feel that the right director being assigned, Paramount will have a picture which will be one of the artistic triumphs of all time, though boxoffice returns will be problematical until the receipts are in.

But the one outstanding fact of Paramount's determination to do the tragedy is the viewpoint evidenced that the public is rising above the low mental level which brought about custard pies, De Millian bathtubs and William Haines.

## Tax Revision Due

The Authors' and Composers' League is an organization that comes in for a great deal of unjustified censure at the hands of entrepreneurs of entertainment.

There seems to be a prevalent idea that one purchasing a sheet of music merely gets the right to do whatever he pleases with it, including public use.

The folly of this idea is apparent. If one purchases a play in book form he does not thereby purchase the right to present it on the stage; and if one purchases a novel he does not thereby purchase the right to give it public reading. Then why a thought should exist that music is in a different classification than these other arts is incomprehensible. The Authors' and Composers' tax for music used in theatres is 10 cents a part. In dance halls and other night to charge a house 10 cents per seat when the admission fee spots it is based upon the capacity. This scale is a poor one, is 25 cents and to make a similar 10-cent charge to houses getting 65 cents or \$1.50 for seats is obviously inequitable. And the same applies to the dance hall tax. A larger tax on a big dance hall is just less business than a smaller place is by no means right.

The inequality in this Authors' and Composers' League taxation is recognized by officials of the organization, and they are at present trying to work out a more equitable scheme of getting the royalties which are due them. It is to be hoped that they will succeed, as the League is an organization to which all show business owes a debt of gratitude. Its membership are the foundation layers of show business.

### DUMB TALENT

Fanchon and Marco should open a managerie. Goats and camels were brought to the Biltmore Hotel recently a monkey was purchased for Gene Morgan, who opens in the "Africana Idea."

### VISITING KAY

Mrs. Catherine Gibbs, mother of Kay Francis, is in California visiting with her daughter. Mrs. Gibbs is planning to become a permanent Californian.

### MOTHER RECOVERING

The McKune Sisters are getting into their song, dance and chatter act with lighter hearts now that their mother is out of danger. McKune has been seriously ill, but shows marked improvement after a long hard pull with the flu.

### OFFICE NEWS MOVES

Actions of Fashion News have been moved from the Tee-Act studios to the Bannan Building, 1000 building, Hollywood Boulevard and Vine Street.

## Film Row Cuttings

By VI

Edward Cook, Pacific Coast booker, has left for San Francisco, Seattle and Portland on a Fox trip. He'll be back in about three weeks.

Phil Reisman, general manager and Harry Lorch, Western sales manager of Universal, are in town, around and about the local exchange for a few days.

M. G. M.'s student matinee of "The Floral" are children of the have won the support of the universities and schools. Saturday morning showings at the Chinese spirit with glue clubs and school bands holding forth on the stage. The first showing following the Chinese will be in San Francisco on road show basis.

Here's a fact worthy of note: The new Laurel and Hardy three reel comedy at the State is getting equal billing with the feature in trailers, 24 sheets and all advertising.

Hank Peters has severed his connection with Van Buren Corporation and is succeeded by Bill Peters, who will handle the Sports-lights, Aesop Fables and Tom Terrific's Vagabond Series for Pathe. A. A. Hambro, manager of West Coast Theatre execs gave Pathe a testimonial dinner at the Rancho del Prado in Los Angeles, prior to departure for the East. The Pathe gang presented him with a grand engraved cigarette case and lighter.

Francis Bateman had a great Arizona trip for Pathe, but he did not take it with a whole lot of hardships, due to the, by now, historic cloudburst. One of these moments came when his car slipped off the muddy road and turned over. However, there were no casualties, so everything is o.k.

Eddy Ballantine, Pathe manager of exchange operations, has left for New York. Elmer Sedin, home office representative, expects to leave town this week, too. He will go to San Francisco, then on to New York, making all offices of the Western division in the way.

N. P. Jacobs, branch manager of RKO, is another near victim of the Arizona cloudburst. He is at the office again and says that conditions in Arizona are on the upward trend.

Division Manager Harry Cohn took RKO, is off a trip covering the Western division.

In case there's any doubt about it, RKO's "Cimarron" is breaking all existing house records wherever it's being shown. They're all holding this picture for a longer period than contracts call for.

According to Jack Nelson there's an Educational short in all the world premiere theatres in town, including United Artists, the new Los Angeles and Cathay Circle.

L. L. Bard, President of the M. P. T. O. of So. Calif., presided over an enthusiastic meeting Tuesday at the Mona Lisa Cafe. The meeting was called to order to assist the Allied States Association of Motion Picture Exhibitors in putting forth the resolution that the M. P. T. O. at the Chicago Convention held February 10 and 11. The resolutions concern the music tax, copyright, etc. A vote of thanks and appreciation was given to the music tax. From the good work that is being done in the East, W. W. Wilson and Alexander, who were delegates at the Chicago Convention, gave reports of that meeting.

Inde exhibitors are being urged to join the Motion Picture Circuit Owners of Southern California and give their help to the work. The proposition works both ways as the M. P. T. O. can be of service to them in many ways.

Jack Miller, President of the Chicago Exhibitors Association, is planning to drive back to his home town of Chicago on Friday, January 21. Century is full of enthusiastic admiration for his capable handling of his territory, and her country are approvingly echoed up and down the Row.

Tickets for the Exhibitors' and Exchange's Benefit Performance are selling swimmingly, says Tom, besides the fact that they've reached the point where

## Expert Exploitation

By JAY PERRY SILVEY  
San Francisco Office, Inside Facts

Exploitation and showmanship go hand in hand. No longer can you be satisfied with merely booking a picture, laying out a few nondescript newspaper ads and sitting back and waiting for the picture to sell itself. Competition is too keen, and the feature is rare indeed in this day and age that will sell itself. Don't depend too much on your press-cutting, your speaker and if possible, your private showings. You are the owner of your exhibition date. Then settle down and lay out a real campaign calculated to bring the dollars to the box-office. That is the gist of the first lesson in this paragraph.

Now I'll point out a few ideas may mean something to the other fellow, and send them in.

In all the larger cities there is a good percentage of foreigners that are prospective customers if you have something to sell them. They cannot be held in their country; the star may be a native of their own land; a character in the picture may fit in; or, as it is now the case in many instances, you may hook a foreign picture now and then. In these cases do not overlook the possibility of reaching this class of patron in their own language—through their own newspaper.

Jerome Arends of the San Francisco Princess has been playing several Russian pictures at his house and finds good results by giving the local Russ paper a few dollars for a story to be translated and run as news.

### Cleaver Street Bally

Bob Chisholm, battling the Fox interests in San Francisco, scores a point for the common people in his plaster caricature replica of Robert Wolf, now paraded the streets. It is simply a large plaster or paper-mache head of the well-known temperance fighter affixed on a man's shoulders. Every one knows Wolf in this city, and the local parading the streets during the rush hour the fact that Rubie is still in town cannot be overlooked. No copy is necessary in this case, which makes for novelty.

The Columbia Theatre is all dolled up with numerous new sets, windows and advertisements spread over the lobby and hung from the marquee. Within a two hour period of the theatre, the weird sound of the tom-tom strikes the ear, and upon drawing closer, the crowd is surprised to see together S. S. Iskander doing his stuff on a native drum. All of which is nicely combined with the attraction of a "Bald" a travogue of the Dutch East Indies.

This is an occasion where dressing the lobby means added business. Stopping the public and showing them novelties of their kind is sure to increase their curiosity and lowers their sales resistance. Stopping them in front of your house is half the battle.

## Just Hash

By JOHN POE

LONG BEACH, Feb. 19.—The drum is an instrument of warfare, Napoleon's army at Aroca was due to the tenacity of a drummer. And the kettle drum is sometimes called "pitched" percussion. And sometimes it is pitched out of the window.

Anyhow, Mechanical Age's immortal words will be: Soify sprays the music to the passerby.

But, since the depression, there has been a dearth of playlets. "The Steekee Had a Name for It."

And "conny" will always remain a placid, placid aspect.

And now comes the news broadcast: Seal Beach.—Crunk, an electrician, was jailed here on a battery charge. Ontario.—An unidentified fiddle player caused a riot one day when he attempted to explain relativity to a group of brother musicians. Los Centro.—Oscar Vail Cutlets, tenor, has purchased a

premiums are being offered for chicken, and the milk of the milk is to be held at the Fox Wilshire, which seats 2300. It's easy to guess that somebody has been doing a pretty good job of this worthy cause.

All Star has secured coast release of the twelve British-International super-features and which run in six cities. The first of these is in N. Y. They have added to their release schedule of Independent feature a flock of Syndicate productions, besides the fact of Continental and Chesterfield.

### Beauty Shops

A play for the women's patronage can be made by plugging the places where they are apt to be found, and at the beauty shops, of which they are plenty, are the cream of the cream. Dick Spier of the S. F. California uses them on his attraction, "Right of Way," with a one sheet containing three star stills of Loretta Young and appropriate copy of the charm in keeping the hair done nicely along with his theatre copy paper.

A permanent card of this type is also easy to place if you wish to play your female stars over a long period of time. Have your artists lay out heads in oil of several of the more popular stars, paying particular attention to their features. Your wording should tie-in with the distinctively different hair-dressings affected by these stars and copy that they are to be featured throughout the season at your theatre. If you are booked a lot of times, you can also spot in the titles of the forthcoming pictures.

### Cheap Ones Bad

Great results can be exercised in the layout as a cheap job is worse than none at all. While a half-tone of the completed drawing may be put into quite a little extra cost. It must be remembered that after the first run the heads can be separated on the basis of the other advertising mediums. An effective printing job can be obtained by having a little extra cost in the close stage. You will find no trouble in placing a job of this kind in good locations, and, as they cannot become obsolete, they are doubly desirable.

Some old two-by-fours, a saw, and a little red paint, can be turned into effective advertisements. Cut the lumber into lengths the same as newspaper width and give them a couple of coats of good bright red. Then have your artist letter on the name of the theatre and the address of the theatre. Your local distributor will distribute them for you to the newstands if properly approached.

Bill-of-A-Weid, yes, sir! Barstow—Al Fatch, violinist, studied under Kreisler until he got a Chevrolet. Then you can't look at him any more would play dances. Then he got ambitious and studied legit, forsook the violin and came to the stage and left him holding the 8-ball.

Heard over KTM during a moral talk: "And, now, anyone who mistreats dumb animals will never make a good husband or wife. Say, teller!"

Some radio stations use a lot of expensive time reading bouquets to their listeners. These "testimonials" you can't look at them just would play dances. Then he got ambitious and studied legit, forsook the violin and came to the stage and left him holding the 8-ball.

But the radio is a wonderful thing, Mr. Amos; even some of the ultra-rotten stuff is so bad it's hot.

Question: What is a node?  
Answer: A node is just you got to pay off on it every time due.

Just Hash

### VARIED CAREER

Pierre White has stepped up, down or around, depending upon how you look at it, from grand opera to prologues. White, under the management of Harry Silver is making in the end Murray Stage show of the RKO picture, "Cimarron," now at the Orpheum. Before coming to the City of Angels, he was featured principal of the St. Louis Civic Opera Company. He is scoring, as a director, success on the basis of his vocal qualifications combined with dramatic ability and a magnetic personality. White has made his Broadway debut in his appearances since his arrival here.



# Harold J. Bock

MANAGER  
RUBE COHEN  
Representative

## LEW AND RANDY DO IN ON PICTURE HOUSE BOXOFFICES

SAN FRANCISCO, Feb. 19.—Film palaces that started out auspiciously at the beginning of the week slipped when Lew and Randy came to a dual how on Wednesday. "Cinnamor" held up exceptionally well for its second week at the Orpheum with an estimated gross of \$25,000. Looks good for two more stanzas and a "little" follows.

Constance Bennett in Metro's "East of Way" was the ticket for the Fox which house, also featuring Walt Roesser's concert orchestra, dropped approximately \$17,000. "Don't Bet On Women" next.

Par's "Royal Family of Broadway" was in the Paramount for a week with Jan Rubin's concert orchestra, this combination drawing a fair \$17,500 and followed by "Little Caesar."

California doubled billed "Pit of the Wolf" and "White Hell of Ritz Park" the former drawing sound rappings from the critics and the latter getting much praise. Ten thousand the gate.

Warfield with M-G-M's "Great Meadows" and Rube Wolf on stage heading Fanchon and Marco, "The Wolf of the West" and "The Wolf of the East" with Will King as an added draw, pulled in its lowest figure since inception of the new policy, \$28,000. Fox's "Cinnamor" now holds the screen.

Dunce and final week of "Sit Tight" did a satisfactory \$10,000 for Warner Bros. with "River's End" now in.

### FAIR OPENING

SAN FRANCISCO, Feb. 19.—Larry Cook and Bruce Payne opened fairly well with their stock company at their neighborhood house, "The Worm" which house, formerly the Players' Guild. Company members include Alma Cronin, Charles Gregg, Anne Merrill, Diane Holmes and Phillip Stanton. Cook is director. "The Worm Will Turn" was the opening show.

### TO DOLL UP HOUSES

SAN JOSE, Feb. 19.—Fox West Coast will spend some \$50,000 in dolling up the California and Mission theatres, majority of the expenditure going to the Mission, where extensive remodeling and renovations will be done. California will rate a new magnificence screen, other improvements. Art Miller is in charge of both houses.

### CLAIM BACK PAY

SAN FRANCISCO, Feb. 19.—John Lay grabbed Arthur Hockwell this week when members of a minstrel troupe which Hockwell managed around Bakersfield issued orders for back wages and dues. Hockwell posted money with the Labor Commission and was released.

In all the West you'll find no theatrical hostesses so modern, so luxurious, so reasonable as the

## EMBASSY HOTEL

headquarters for artists of stage and radio

FRIGIDAIRE  
THEATRICAL RATES  
NEAR ALL THEATRES

Polk and Turk Sts.

San Francisco  
Phone Ordway 1404

"You'll Meet Your Friends There"

# SAN FRANCISCO

OAKLAND, SAN JOSE, SACRAMENTO

## Market Street Gleanings

SAN FRANCISCO, Feb. 19.—Cinnamorites staged a show and party at the Roof Garden the night of Feb. 18, and Mr. and Mrs. Gross... Johnny Burke without his doughboy outfit... Dave and Ruth Tribe... Ellis Lewis... Ulla Bernani... Mike Perry... the Bush Melodians... Emil Mann... Don Summers... and the show put on for an absolute capacity house was given by Harold Ames and George Scheller and the Cin prologue vocalists... a trip afterward to Rex Glissman's swell little spot, the Foreign Club, where one can get the best in sandwiches, etc... and listen to some okay entertainment.

The Don Jennings have an addition to the family, a lusty young babe... the Henry Warner marriage has split after just a few weeks... the city wouldn't permit a certain speakeasy to go through with its scheduled opening one night last week because the plumbing wasn't up to specifications... there are letters in the San Francisco office of Inside Facts for Marvel Mason, Dale Jackson, Bertha Finch and Paul Gascon... Walt Roesser finally found the boat he wanted... it's the Alma R., in honor of his wife and is one of the sweetest songs around here.

Jim Evans, Northwestern outdoor showman, was prowling about the village this week... Claude Sweeten and Walt Sullivan pony going in a... oh, yeah, yes... Bert being wailed at by Harold Wenzler when en route to a typical ex conference... Jim Foley and Bob Drady framing a new agit on some unsuspecting victim... Jack... double for his cigars now and then... Red Floyd oozing the Market street traffic... Lloyd... Quincyberry and Louise Land... call and answer each other on NBC's new artists' bureau... who should be a visitor from Hollywood but Bud Murray... producer, terpsichorean musician and future commander of... up to eagle eye the Orph. prologue... and thanks for them there kids in your "In Hollywood" now... Terence Wolohan is absent from the sax chair in his brother John's El Portland... with a slight illness that is confining him to his home for a short time... Auto Show gross dropped 43% below last

year, but all dealers were more satisfied with chariot sales... Joe Solomon following the fire... Gene McCormick giving a singing lesson at the wrong time... Rube Wolf and Will King doing the reminiscence act in front of the Warfield... those new RKO usher's uniforms... slates of Harman and Bailey... Sleeptime Clem Kennedy shopping for a good show to crash on a Sunday... Rollo Parker and Harold Parry H/Ging their sixth cup of Jamoka... Try to sell the idea that "Bali" does... "Nudity is purity"... have you heard the "Moon" story?... Don Hunt up to his ears in work on Mondays and Thursdays... Oliver Germino making his daily city hall call in the interest of civic improvements... get a load of the eastern manner of Warner Bros. on the current picture, "Sit Tight"...

Neil Satherly buying an apple... Lewis Lacey on the phone... Paul Crowley... Peggy O'Neill and Gen Welch taking in the Warfield... Bert Catley was in bed a week with the flu... Herman Kersken is all entwined over the Fox's new prognozes... Eddie Bodell, Fox stage doorman, reading "Rabelais" between shows... George Riley has had cold... Nelson Clifford and Marie Marion, Lew Serbin... Katharine Hill and Jay Perry viewing the "Bali" opening... Sid Goldtree is going back among the "Moon" enemies so... Don Rufus Blais is still paying for some of those Yuletide telegrams he sent out...

Jesters' Club gave Dr. William Hawkins a testimonial dinner the other night... attended by A. M. Bowles, Morgan Wall, Armand Cohn, Jack Wolf, Jack Dillon, Charles Muehlman, Earl Cook, Dick Spier, Jack... Dutch Reimer, Charlie McInerney, Mickey McDonnell, Elmer Hanks, George Roesch, George Blumenthal, Max Morris, Mike Nally, George McCann, Bob McKinn, the Nassers, Jack Myers, Harry Michaels, Grover Parsons, Carl Milton, Bill Citron, Harold Jober, Herman Wobber, J. J. Stanciar, Louis Greenfield, J. J. Stanciar, A. Hixon, Newt Levy, Mel Hurling, Phil Weinstein, Tom Van Osten, Art Miller, Al Wansley, Tom Coyne, George... Rufe Blair, Asa Collins, Charlie Thall, Ken Hodgkinson, Louis Reichert and others...

## GOLDTREE MAKING ZEE ZEE EAST

SAN FRANCISCO, Feb. 19.—Sid Goldtree is planning a Chicago invasion with his farce comedy, "Easy for Zee Zee," with which he attracted nationwide attention about a year ago when the piece played his Green Street theatre.

Present plans call for an April 5 opening at Al Woods' theatre, aka Adelphi. Addressing is lacking a firm date, the show, which will have the balance of its cast assembled in New York.

High seven weeks from here to direct the show, Goldtree himself will leave here about March 15 to work with Frank Perley on the opening.

Goldtree is also thinking of repressing the production for his local Green Street, probably using much of his former cast.

### QUITS IDEA

SAN FRANCISCO, Feb. 19.—Disatisfied with his billing, Jack Pepper turned in his notice to Franchon and Marco while playing the Warfield last week and will drop M-G-M's "The Wolf of the World" idea after the Seattle Paramount. Pepper will then leave for Mexico where he will again take up the m. c. reins he formerly held at the Imperial theatre.

### TO HAVE BENEFIT

SAN FRANCISCO, Feb. 19.—Theatrical Mutual Association, No. 2, will stage its annual benefit performance for the sick and charity fund on March 10.

### MOVES OFFICE

SAN FRANCISCO, Feb. 19.—Bob Gilmour has moved his publicity desk into the Warner Bros. office and also continues as exploitation director for that house and the Fox.

### McCOWN STUDIO OF DANCING

577 Geary St. San Francisco  
Artistic, Stage, Tap, Rhythmic, Ballet and Ballroom Dancing  
Residence for the Theatrical People  
Private Lessons by Appointment  
Children's Classes Saturday, 11  
Young People's classes, P. 8 to 11

## Tangle Over F. & M. Vaude Acts' Status

SAN JOSE, Feb. 19.—Stage shows were nearly out of the Fox California this week when Manager Art Miller and the vaudeville acts tangled over classification of Fanchon and Marco as vaudeville.

Stage hands declared the vaude acts didn't come under the head of presentations and which seven instead of four men were required on stage. Miller threatened to jerk the show completely and the crew saw the error. House plays F. & M. Ideas half the week and Peggy O'Neill's Merry-makers Revue the other half.

### LABS BUSY

SAN FRANCISCO, Feb. 19.—Irving Auerbach has lined up a lot of commercial film work for his local laboratories. He's giving Jack Cackley's orchestra for syncing up the Mellicor process for color work.

### EDWARD WOOD DIES

SAN FRANCISCO, Feb. 19.—Edward Wood, Billboard representative for the past year, has passed away this week after a heart attack. Wood, about 55 years old, left a wife and son.

### KIDDIES REHEARSING

SAN FRANCISCO, Feb. 19.—Pearl Hickenham is rehearsing some hundred kiddies for her new revue, which she will show at the Oakland Elks' Club soon before playing summer dates.

Reginald Denny has been signed on a new long-term contract by M-G-M.

### Downflake Shop

"Just Wonderful Food"  
At Popular Prices  
Headquarters for the Profession  
Circuits with the Warfield and  
578 Market St., San Francisco

## KRESS BUILDING 935 Market St. Phone Douglas 2213

## ARTISTS SERVICE BE SORTED WITHIN FEW DAYS.

SAN FRANCISCO, Feb. 19.—Pacific Division of National Broadcasting Co., under Don E. Gilman, will begin operation as an NBC Artists Service within the next few weeks, constituting one of the outstanding forward steps taken by Western radio in the past several months.

Bruce Quisenberry has been sent out from New York to take over organization and conducting of this new department, which is similar to the Eastern artists' management bureau conducted by NBC and CBS. Quisenberry was formerly manager for the William Morris agency and only recently returned from accompanying Will Rogers on a trip for the Red Cross.

Three Purposes  
Aim of the NBC Artists' Service is to endeavor to develop and develop on new talent for radio, to book orchestras into hotels and clubs; to book radio artists for personal appearances, either as solo presentations or concert. Bureau will be operated by NBC as a separate and distinct organization, working with artists on the usual agency commission basis.

Quisenberry to Quisenberry the Eastern radio field is in need of new and capable talent to replace some of the departed stars. One of his first duties will be to scout up and groom personalities for the broadcasting field. One of the average artist is short, says Quisenberry, and it's necessary to replace them.

Follow Eastern Plan  
In the East NBC is maintaining a network of branch offices and has placed them in hotels, clubs and cafes and is also remote controlling them with the building up their draw before making a commercial radio feature of them. The same plan will be followed on the Coast where Quisenberry believes some of the country's best musical groups are to be found.

On the radio people for personal appearances in vaude presentations or concerts has not always worked out well because of many radioists' incapacity along these lines. Another of Quisenberry's aims will be to develop people for this purpose.

For National Play  
Organization of an artists' functioning it is expected NBC will have a lot more programs all the way to the coast. Currently there are but two Eastern programs originating on the Coast and which will be followed by a writer here but bought time here for national broadcasting.

Organization of an artists' bureau by Western radio stations has been discussed often but NBC is the first to crack into this field. Radio is one industry yet to be invaded by the hosts of actors and representatives that characterize other branches of show business.

Mary Astor's next Radio vehicle will be 100 percent technical.

TOO BUSY—  
making  
PICTOGRAPHS  
of  
CLAUDE SWEETEN  
and his  
GOLDEN GATE  
R-K-O-lians  
with many others  
this week  
to write  
an ad.

JAY PERRY SILVEY  
Inside Facts—San Francisco

## SILVER SLIPPER TO REOPEN SOON

SAN FRANCISCO, Feb. 19.—Silver Slipper Cafe, closed for two weeks, has been taken over by Gus Oliva and "Doc" Pucinielli who will reopen it soon and operate it as another of the city's night spots.

Oliva, with several of his band, owns the Roof Garden Cafe, while Pucinielli is a local bond broker and is associated with Oliva in a number of enterprises.

Opening date isn't set, but it will probably be some time in March.

Board of Trade, closed the spot recently when the creditors weren't paid off.

### PROHIS IN RAIDS

SAN FRANCISCO, Feb. 19.—Federal pros swooped down on a dock of night spots and white flannels during the past week, raiding, among other places, Roberts and the Wolf of Italia. Agents arrested Wilford Roberts, part owner of the former spot, on charges of providing set-ups, this being the second set-up charge against the place.

### FOX PRODUCER

SAN FRANCISCO, Feb. 19.—Anthony Nello has been imported from the New York Radio to act as ballet master and producer for the Fox. He will work with Walt Roesser and Herman Kersken on the creation of weekly stage and musical flashes, similar to those produced at the Roxy.

## ESTELLE REED STUDIO

Special Limited Course in  
New Method of the Jive and  
106 Geary St., Phone Paramount 9843  
R. A. 2105787

## HIRSCH-ARNOLD BALLET MISTRESSES

created and costumed all dance numbers now on tour  
Circuit with F. & M. "Brunette" Idea  
STUDIO—545 SUTTER STREET SAN FRANCISCO



# DARK HOUSES MAKE WEAK STANZA IN THE LEGITIMATE FIELD

SAN FRANCISCO, Feb. 19.—There were only three legit shows in town, "Up Pops the Devil" at the Curran, "Spider" at the Alcazar and "Hi Diddle Diddle" at the Green Street. Geary, Tivoli and President were dark and the Columbia turned picture for "Bali." "Spider" drew \$5,000 to Duffy's Alcazar for its first and next to last stanza. Last seven days of "Up Pops the Devil" garnered \$8,000 for the Curran which will open "Topaze" Monday night. Kolb and Dill open "Apron Strings" at the Geary Sunday night.

## CHIROPRACTIC ADJUSTMENTS

### Dr. Edith Woods

Rm. 4.—1096 No. Western Ave., Corner Santa Monica

H. E. BILLHEIMER

## SCENIC CONSTRUCTION CO.

SPECIALIZING IN BUILDING SCENIC PRODUCTIONS FOR LEGITIMATE THEATRES

Holly 0738

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Paramount Theatre

Week of February 26th

Created and Produced by Earle Wallace Belmont Theatre Bldg., Vermont at First EX. 1196

## RITA & RUBINS

For a Thrill See This Team

PARAMOUNT

LOS ANGELES



## Unkindest Cut Of All Proves Merely A Dud

At a recent Hollywood party a certain lady bit player moved up belligerently on another movie actress, the latter of the ultra-ultra First Class.

Arrived close enough for the opening of hostilities, the lady-bit player shouted:

"Say, I've been looking for you. I hear you've been telling lies about me. Come on now, yes or no, what did you say about me?"

"I'll tell you what I said about you," the ultra one replied. "I said you didn't have any morals."

"Oh that's all right then," the bit player answered, her wrath fully appeared. "What I heard was that you said I didn't have any wardrobe."

## 'RICHELIEU' TO BE SHOWN NEXT

"Richelieu" follows the current production of "What Every Woman Knows" at the Pasadena Community Playhouse.

Properties and scenic effects are being assembled, rehearsals are under way and Eleanor Brown, producing director of the Playhouse, feels that the production of "Richelieu" will be one of the most important costume productions of the Playhouse to be presented within the year.

## MURRAY SEEKING TAP-TOE DANCERS

Bud Murray, who was recently appointed head of the stage and dance departments of the RKO Los Angeles and San Francisco Orpheum Theatres, and also heads his own School for Stage and Screen at 3636 Beverly Boulevard, is now organizing two prospective units of dancers, who can do tap and toe.

These girls will be trained in the Mary Frances Taylor Modernized Ballet Method, under the personal instruction of Miss Taylor, who is now forming special classes of classes and evenings especially for these engagements. The tap work will be taught by Byron E. Crane and Bud Murray. The twin "Cimarron" stage prologues conceived and staged by Bud Murray for San Francisco and Los Angeles have been held over indefinitely, and as soon as the next pictures are scheduled on, Mr. Bud Murray will insert these tap and toe dancers. Applications and registrations are now being received at the Bud Murray Studios.

## CHANGE PLANS FOR 'PARIS' ROUTING

Louis O. Macdon and Lillian Albersson have changed plans for routing of their forthcoming production of "Paris in Spring" at the Hollywood Playhouse starting February 26. The latter show is rehearsing here now. As it played San Francisco recently, it will jump from L. A. up to the Northwest.

### HOYT SIGNED

Arthur Hoyt has been signed for an important role in First National's "Gold Dust Gertie," which starts this week. The deal was made by the Harry Weibull agency, to which Hoyt is under contract.

## Won't Go \$2 At Theatre Where \$1.25 Is Usual

Despite the excellence of the show and the advanced popularity of Harry Green, Green's show, "The Ambulance Chaser" at the Hollywood Playhouse, fell off to terrifically poor business in its third and last week.

The \$2 top was blamed, as Hollywood is educated to consider this a \$1.25 spot. In the closing week one woman came up to the b. o. to pick up reservations. When told the tax was \$4 for the two, she declared she had never paid over \$1.25 per seat at the house, and wouldn't do so now.

"I'm going to a movie in a case like that," she declared, and trotted off.

## HERAS and WALLACE

The Backyard Entertainers PAVOTRY & MARY'S "ICY HOT IDEA"

Behrendt-Levy

General Insurance Insurance Exchange Building VA. 1261

## Performers Run Down Plank To Make Dates

Playing a split day is strenuous work for the F. and M. shows which double at the Egyptian and the Boulevard.

Jump time between the two spots is about 20 minutes to keep the show from being held up on the second date.

So they back up a great Tanner motor bus, lay out a plank from the stage entrance and "run" the performers down the plank to their transformation. Baby pianos, bass and all the rest of the paraphernalia walk the plank on this jump.

The acts total four shows a day between the two houses, with five and six on Saturdays and Sundays.

## HOFFMAN OUT OF LIBERTY PRODS.

Herman M. Gumbin, who recently split with H. H. Hoffman, is now sole proprietor of Liberty Productions. Disagreements had been brewing among the execs of Liberty for some time when an impasse was reached a few weeks ago at which time H. M. Gumbin, a money man back of Liberty, stepped in and assumed control.

The company's distributing arrangements throughout the country arranged by M. H. Hoffman, have also been discontinued, making H. M. Gumbin a free lance distributor as well as producer.

### DOING FOREIGN

John Reichart, head of the German department at Fox, is to direct the German version of "The Man Who Came Back." Reichart is also synchronizing the production and is co-writing the dialogue with T. G. Germ. Shooting will start early this week.

### BUY THEATRE CHAIN

Hughes Franklin Theatres have signed contracts whereby they will acquire what is known as the Robb and Rowley Circuit of Theatres operating in excess of 100 theatres in the states of Oklahoma and Texas. Robb and Rowley will be associated in the operation of the operation of the theatres as division executives.

### TALKIES FOR CHINA

Sixteen units of RCA Photophone sound reproducing equipment have been purchased by The Theatre Equipment Company, Ltd., of Shanghai, China, which is controlled by Loken, the so-called "King of the Chinese Movies." Ten of the new machines are now en route to Shanghai. The acquisition marks the opening of a definite campaign to present sound motion pictures in China.

## NEW RADIO BILL WOULD GIVE RIGHT TO HOUSE ENTRY

SACRAMENTO, Feb. 20.—A radio bill, introduced in the state legislature here by Senator Wagy is not getting any enthusiastic response from air fans.

While the purpose is ostensibly to better broadcasting conditions, it has a trick clause for house entry that is likely to be another case of governmental interference than an efficiency measure. That or the creation of some more payroll for the taxpayers, to meet.

Neither radio broadcasting stations nor entertainers are attacked directly by the new measure.

There are two important clauses to the Wagy bill. First is the proposal to levy a tax of fifty cents on every radio to pay the expenses of creating and maintaining a department of radio supervision. Hospitals, churches, schools and charitable institutions would be exempted.

Second is a provision that members of this department can make peaceful entry into homes and places of business in which there is a suspected source of radio interference. If such is found to be the case, a correction shall be ordered, and failure to follow the order shall constitute a misdemeanor, punishable by a \$100 fine, and upon refusal to correct, by confiscation of the offending device.

In addition to the fact that entry into American homes is becoming an increasingly unpopular pastime insofar as those whose homes are entered is concerned, the abuses possible under the allegation of "interference" are too numerous to list. Anything, a refrigerator, a radiator, a picture wire, or any one of a hundred different things might be alleged to cause interference, and for this reason chances of abuses of the power given the so-called inspectors would be limitless. Radio people would do well to see that the bill is not enacted.

Twelve stories are now in preparation and four companies are shooting at Columbia.

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WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS	WASH. DISTRICTS
DAY	DAY	DAY	DAY	DAY	DAY	DAY	DAY	DAY	DAY

FEBRUARY

Back East For 4 Weeks  
Then To Universal City For 2 Years

# GENE BARRY



# HERE AND THERE IN THE AIR

By VI HEGYI

Jose Rodriguez, with just pride and satisfaction, broke out with the following announcement for the glory and honor of KFI. To-wit: Last week a soprano sang an entire program according to the original schedule she sent in. There you are. It can happen.

KFI has a new one by remote control from the Bickel Music Co. Edwin le Maire is under contract to give some of his interesting organ concerts as a weekly feature. Le Maire's specialty is extemporizing on scraps of musical themes, turning them into real compositions under your very ears. Alexander Reily is of course being retained as staff organist.

Now that Robert Hurd is back at KFI well enough to settle down to serious talk facts with his operation, Arthur Kales is off on the sick list. He's probably working up a good cold and intestinal flu to match against Hurd's orations on the horrors of operations.

Since Leo Tyson has assumed the title of Director of Public Relations at KHI, Dick Gredon finds more time to devote to his continuity writing. He's putting in lots of heavy labor on the Pershing Memorial of the World War just now.

Jimmy Bittick's Town House Orchestra has made its debut over KHI, remote controlling from that swank apartment-hotel. There's not a bad instrument in the companying aggregation—all strings and reeds. Bittick goes in for the single note, from the late Abbott tenors on this new feature.

Mayfield Kayser, meaning publicity at KTM, says that Ruth Golden, their new soprano soloist, is proving so capable and amiable that they are dealing out a couple of new broadcasts to her. Both Highway Highlights have been a program of her own are in the new schedule.

It develops that Ed Lytton, who has been reading poetry over KTM, is an ex-violinist, possessor of two jeweled orders, from the former Emperors of Germany and Russia for Court appearances. Now that Lytton's poetry broadcasts have been switched around, maybe he can find a few moments for his fiddle to win him some new air fans.

Dorothy Dee and Don Allen have teamed up as KTM's comic hornmaster called Ed Dea and Don Double pianos, vocal solos and wise cracks fill the air on the new hour.

Fred Shields, announcing over KTM, is an ex-actor, ex-tan, a stock company, originated the Bio-neers continuity which got quite a play on WD in Kansas City, and is now reading the Annals of History for his home station. Glen Hall Taylor, formerly manager of KTM, at present, says that he wrote the continuity. Corina Shields has a record as long and wide as Fred's in the dramatic line.

The Happy Chappies got a gift in their fan mail at KMPC of a faded, torn and mended copy of the song said to be the forerunner of today's pop ballad. It's called "Fantom Footsteps," copyrighted in 1876. Of course the boys will use it.

2nd and 2nd End Round the Lots Kathleen Carver has returned from New York, to resume her

picture work.

Charlie Winninger has moved into his new home in Beverly Hills.

John Rutherford has also returned from New York, and is stopping at the Knickerbocker.

Nancy Carroll was in town for three days last week. She came from New York to make the return trip with her husband.

Russell Mack, director, formerly with Pathe, has just signed a long term contract with the Viennese Club. They were just going into lunch as the guests of District Manager Slater at the Richmond Club when Mack turned the deal for gold.

KNN's Arizona Wranglers had a popping experience in Bakersfield this week, where they were filling an engagement at the Vinnies Club. They were just going into lunch as the guests of District Manager Slater at the Richmond Club when Mack turned the deal for gold.

As if writing continuities, acting in them and handling publicity weren't enough for the Shell Bays girl, KFWB has a new activity for Kay Van Ripper. She will offer book readings as a weekly feature starting Monday. Readings and dramatizations will be the order of the new 15-minute broadcast.

Johnny Murray is back on the air at KFWB tenor soloist for a musical pep after a step with the fun. (Continued on Page 14)

## SCAN RADIO FIELD FOR FIND AUDIENCE AND PRIME TIME

SAN FRANCISCO, Feb. 19.—A research committee of Bay District radio stations released a report on radio audience compiled from more than 6,000 phone calls and covering the area surrounding San Francisco and Oakland.

Under the direction of Chairman Ralph Branton, local station operator, the accounting firm of Hicklin and Radstone completed 6,776 phone calls between Nov. 13 and Nov. 19, 1930, making them time between the hours of 7 a. m. and 10 p. m.

From these calls it was discovered that 6,021 of the people phoned had radio sets. Of the 6,021 having sets, 2,643 were listening to programs and 3,378 had them shut off.

Research experts found the proportion of sets in use during the hours of day and night varies as follows: morning average (7 to 12:30) is 18.4%; afternoon average (12:30 to 6) is 37.5%; evening average (6 to 10) is 64.3%.

Along with the statistics findings Branton's committee points out: "Assuming that Bay region radio homes are representative of most homes it is shown that the listening audience is substantially larger in the afternoon than in the morning. In fact, the report shows that based on the average day time rate as compared to the night rate, the Bay region radio homes during the afternoon is lower than at any other time."

By HAROLD BOCK

SAN FRANCISCO, Feb. 19.—Rumors currently flying around indicate that phonograph record distributors are planning a hot fight against radio stations that broadcast standard discs as a regular air feature.

The reports say that the leading recorders—Victor, Brunswick and Columbia—are attempting to secure injunctions against one or more stations as a test case. Disc companies claim their sales are constantly dropping as a result of continual broadcasting.

In discussing the report one station manager said, "Let 'em come ahead. Once a record is sold it passes out of the distributor's hands and it is the purchaser's right to use the record for any purpose he may choose."

NBC and KPO are the only local stations not using records; all others use them at some time or other during the day.

A tabulation of 1700 of the 2500 ballots mailed in to Thomas Kanan in the Examiner's radio survey gives first place in popularity to the broadcasting of news. Old melodies are second, orchestra classics third, symphony programs fourth and light concert numbers fifth. Vocal soloists and variety shows hold down the bottom of the list.

Most local radio stations prohibit the reference in dialogue to the sale of apples on the street.

Tom Smith and Dud Williamson are going great guns with their new program over KVA for the Phillips Radio Club, for whom they broadcast as the Phillips Doughboys. They are on the air three mornings

a week, using Dud's big wolf hound, Chief, as a valuable assistant.

Dick Holdgraf, tenor and guitarist, has been added to KPO's staff. Dell Raymond and Frank Galvin of KJBS took a flock of fellow radio artists to Alcatraz Island last week and put on a three hour show for the prisoners. Performers were John O'Brien, Oscar Young, Dell Perry and Imelda Montague from XBC; Ronald Johnson, Charlie Lim and Ray Parker from KPO; Mort Harris from Coffee Dan's; Scott McNish and Patsy Vellow from KGGC; Helen Brock, Helen McColl, Claire Smith, Jack Dolan, Ray and Bob and Billy Leonard from KJBS.

Staff of the newly reopened KLS, Oakland, includes George Otto (Hawkins), Dick DeBelle, Staff Brothers, Charles Glenn, Don Jeffries, Harvey Hoskins, Uncle Charlie, Joe Lloyd and Al Adams.

A reorganization of KTAB has let out the present staff and for the first time since its station will use UBC programs from the south and records.

Coffee Dan's former pounder of the ivories, Les Poe, has joined KVA as a novelty pianist.

News dispatches from the East announce the arrest of Adolph Linde, manager of KJBS, by the United American Broadcasting Co., on charges of embezzlement.

## Denver Radio

DENVER, Feb. 19.—The most singular tribute the Rocky Mountain region's musical world can give was accorded Freeman H. Talbot, manager of KJBS, by the board of directors of the Denver Music Week Association drafted him to direct the 1931 Music Week opera, "The Mikado."

Directing this annual civic enterprise is an honor coveted by all western music leaders. The yearly show is presented by two casts of outstanding soloists, all of them donating their services, and is clearly the premier cultural event of the Mountain area.

Talbot is one of the country's authorities on the production of musicals. He has long been a student of these two famous English collaborators, and has directed numerous stage and radio productions of their works, including the NBC network broadcasts of the Silver State Light Opera Company last spring.

When Roscoe Stockton, stage manager for Old Weston's dramatics for Broadway every Friday night over KOA, goes after realism he does it with a vengeance.

In his most recent program he was called upon to depict a fire that occurred in Leadville, Colorado, during the old boom mining days. He searched in the records and talked with old timers until he had that his reproduction of all the action and sound would be accurate. And to climax the realism he obtained and used in the broadcast a fire wagon bell and a chief's trumpet call were used in Denver in 1875.

"Crown, Crown Underneath de (Continued on Page 13)

## -- Twirling the Dial --

By VI

KFI SHELL OIL CO. 8-9 a.m. Feb. 7

A general spirit of sincerity was the essential key in the Shell Bays Time Hour on the Shell Ship of Joy, originating in San Francisco. Captain Dobbs put across his own philosophies in a way that could hit home with the snaikest sophistication. Wishing Well ceremony was characteristic of the straightforward simplicity that dominated the hour. It's all the kind of stuff that gets a great response from any crowd when the delivery is up to Captain Dobbs's standard.

KMPC 11-11 p.m. Feb. 6

Frank Hill Billies are a big draw. Sounds of crowds in the studio made it clear that the boys have been as well as audible appeal. Glen Rice, (Mr. Tallifer), kept the turn up to its standard form with happy diversions containing illuminating dose on the boys. Elton Britt, 15-year-old mountaineer, pulled top honors with super-soprano yodeling. Hank Skelley's fiddling was a highly atmospheric addition to the program. Earl Scroggins, Zeke Craddock and Len Giles are valuable members of this Ozark Mountain outfit that has taken the air by storm. "Yodeling Cowboy"

KECA 5-6 p.m. Feb. 8

The Utah Trail Boys, Bob and Jimmy Paul, have this request and name-reading gap down to a line point of efficiency. The hour is homonized about 16 songs in 30 minutes and gave out a list of names that would have clung up to either with dense boredom for hours if they hadn't been so fast and snappy. Unlike so many acts specializing in their line of tunes, they didn't wait or whine once, they pulled them in a class by themselves. Solos, duets or yodeling, these Paul boys handed out first-rate entertainment. "Hello, Wisconsin," "Cactus Canyon Line," dialect and laugh numbers, deserve special mention. "Moonlight on the Colorado" will continue to hold up around the "ten best" for a long time with peppy juggling like this. They're a great pair.

KFI 2-30-3:30 p.m. Feb. 7

Not all the writer-warblers and readers of poetry and fan mail could pull Sylvia and Al's Happy Hour into the realm of honest aerial entertainment. There were indeed real performers in amazing quantities, but none got an even break in the hour. The hour was a mixture of gab, incidental auditors were shabily treated, though the regular may have been given a little more. From the end of birthday greetings and letters.

A highlight was furnished by the mixed vocal duo who short-circuited on harmonies but carried on with cold-blooded abandon to their bitter blue end. Several performers could have won an adjective of praise had they been set in even slightly more suitable surroundings.

KIM 2-2-3 p.m. Feb. 9

Corina Shields and Dorothy Dee offered a gracious intlude called "Over the Tea Cny." Miss Shields read quotations from "The People" by Khalil Gibran, prose poems well up in the highbrow class. Her voice was pleasing, and she read with restraint and simplicity. Very wise of her. Dorothy Dee's organ numbers were good music, good radio and good entertainment. "Evening Star" of Wagner and two Moskovsky Spanish Dances were included.

KNX 12:30-1:30 p.m. Feb. 8

"Astro-Analyst," success psychologist, talked with old timers, his style—Louis Johnson filled in. He allotted time using up lots of language concerning astrological information. The broadcast ended on a note of high hope for sneering skeptics. They're a good copy. (Continued on Page 14)

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## Reviews

(Continued from Page 4)

more than previously. Smith tendered a flock of tunes for the customers and got over exceptionally well.

Screen feature was "Passion Flower" (Metro). Mel Hertz at the organ.

Back.

### FOX EL CAPITAN SAN FRANCISCO (Reviewed Feb. 8)

Following his usual custom Jay Brower again highlighted this "Foggy O'Neil stage show with his own band numbers and comedy characterizations, walking off with chief honors. Closest runnerup was Frank Shannon, tenor, whose warbling drew for him one of the evening's heaviest hands.

Shaw started with 16 Sweethearts, led by Frances Campbell in a line number which she herself staged. Then Bob Kimic and Warren Lewis stepped off the band stand

to trumpet "Partners." Vincent Yarra, Filipino, next with melange of chatter, hooting and singing and doing, well enough.

Girls in another number while Shannon tenored an Irish tune and customers liked him so well they forced him to an encore and a flock of bends. Has nice voice and appearance and ought to work into a big fav here.

McCormick and Wallace in their ventriloquist turn and then Jay came on with the male ventriloquist for a dummy bit that was plenty funny. Followed with the band members and Brower offering their impressions of various stage and screen celebs, climaxing with Pic Smith doing Helen Kane. George Williamson, Henry Buettner, West Gilland, Lowell Hawk, Bob Kimic, Lon Shaff and Harry Cohen contributed.

Finale featured the adagio quartet of Three Jacks and a Queen, in some nifty toe tossing.

Mel Hertz continued to go 'em with his community singing stuff. The picture was Metro's "War Nurse."

Hal.

### FOX PARAMOUNT SEATTLE

The Road Show at the Paramount this week had good high lights. Bob and Eula Burroff are a classy pair of dancers. Miss Burroff is particularly graceful and her partner is an able "catcher" when she decides to leap.

There is an unusual impersonator. He's got an unusual face, an unusual voice and a unusual catch that threatens to be an almost complete nude. His act isn't a long one, but if the audience isn't roaring while he's on the stage, they are gasping.

The Calgary Brothers do a great pantomime act. Their slow motion picture movements of a tree-for-all fight was good, convincing and won them a deserved big hand.

The Alexander sisters can dance like nobody's business, and are very easy to look at.

This week Hermie King made a rhapsody out of the "Pagan Love Song," and as usual he refused his encores with grace and gave the rest of the show all the breaks. Seattle audiences would like more than a taste each week of his splendid technique and his ingenuity of presentation. Hermie certainly feels what he plays and that's why this town is all for him.

Dorothy Cleland.

### LOEW'S WARFIELD SAN FRANCISCO (Reviewed Feb. 5)

Marion Davies' picture "Bachelor Father" was responsible for pulling 'em in to this one while Rubie Wolf bolstered up the show by m. c'ing Funcheon and Marro's "Prosperity Idea."

Wolf and orchestra were in the pit, overcutting with "Semiramis" which gave Rubie an opportunity for triple-tongued trumpeting. Followed with "Singin' in the Bath" with novelty variations.

"Prosperity Idea" was staged by Gae Foster and carried the idea of both time and money. Lucille Page, featured throughout, offering three numbers and also debuting as a vocalist. Jack L'Avier scored with comedy tapstep work and Danny Beck offered his impressions of Harry Langdon, following with a vocal at the drums. Lincoy of boys and girls contributed several numbers that were okay. "Idea" needed good, punchy singer.

Hal.

### PARAMOUNT PUTT-PUTT (Reviewed Feb. 12)

Charley Baum, still wielding a graceful baton. When he slices the air with that stick of his'n you hear music. He offered "Valentine Impressions," accenting with Josephine Houston and Edna and Johnny Torrance. This is a great layout and right up to the Paramount standard.

Con Mallie waited 'em loose between his bashfulities again. He gives that organ as much of his personality as the manufacturer's a consolation hard to match, that organ and Con.

Putt-Putt" was the big New York Public idea this week and swelled to look at. Also a lot of listen value. The Merriell Abbott girls legged it the golf stick way for a pretty routine which brought over the 18th hole. This was interrupted by a lad who calls in a pro to arbitrate. Hunter is the Pro's Caddie and he carries balloon size golf balls for the demonstration of just how to do it. This finishes with all the gum bubbles in Hunter's pants for a kooch and a laugh.

The two Chevalier brothers, unexcused in their line, which is style strong art de luxe. They are a cinch in any spot and need no boosting. The Abbott girls for a special toe tap routine and Chevalier brothers' announcement.

This was neat, intricate and effective. The gals have that Geo. White rating which is done proud. Grace Johnston delivered in her nifty way, which is gained for elegance anyway you look at it. Hunter and Percival do their broken umbrella, crumbling chair and busted gutter thing, with

Hunter trying to put across the story about the night before in as ludicrous a fashion as any Italian comic pushing out the broken vocabulary. Delightful show and pleased much.

## Vaudeville

### RKO VAUDEVILLE HILL STREET Reviewed Feb. 19

RKO heavy with talent and personality this week with the old reliables, York & King, headlining. Not a let down in the entire proceedings. Plenty of vivacity, eye value and pep with the customers. Fattening up straight showing lots of stage work. Just another big time RKO bill.

Mann, Bradford and Van Alst led off with front and back legs high and fast. Fifth avenue for style and Broadway for talent. Routines all brief, snappy and effective. Walked off with three bundles of applause.

Robbie May, harmonica mangle—show he indigests the times for the opening—went into his juggling with a string of tricks that the average juggler closes with. Is this boy agile with those clubs and balls? He rips through an Indian club routine like a machine gun on a picnic. And he makes three to seven rubber balls do everything but talk back to him. Clever artist and bean-cup hand for his work.

Then came the gallivant' tynopies, York and King, but they merged or incorporated or something. Its a whole musical comedy this trip with Rose in a red velvet howl and a cockeyed hat to match. What she does to that and a great lot with another costume when Chick York manhandles her is a wow. They open a la boy scout with this new layout and Chick York the master. A great routine of laughs. The daughter, Rose York, had developed into a smart show woman. Lots of magnetism and sells her voice and hoofing for grand results. Three boy friends, Bud and Jack Pearson and Raymond Rango pep up the proceedings and feed the tynopies. Just a rollicking, punchful riot of fun and a rousing welcome back.

Harry and Fanny Usher opened the closing spot via Western Air Express. Fanny Usher in red and white riding habit was good to look at. Harry went through the audience pointing out objects and articles for Fanny, blindfolded, to name. This team is one of the fastest mind reading acts in the business. They add more laughs and interest each succeeding week.

Ted Price.

### RKO GOLDEN GATE SAN FRANCISCO (Reviewed Feb. 11)

Looks more or less like One of Those Weeks for the state with "Painted Desert" on screen and a none too satisfying vaude bill reviewed only by the perspicacious Johnny Burke with his soldier monolog.

Most noticeable improvement lay in the orchestra. A short time ago RKO busted out with new carpets, new seats and new paint for the house. This week the bands' respective Padewski and Tibbett (Walt Sullivan and Doc Ritter) (Continued on Page 12)

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Natural

Colors

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TAPESTRIES—WALL HANGINGS  
MURAL DECORATIONS

NOISELESS  
CURTAIN TRAVELERS  
OPERATED BY  
REMOTE CONTROL

DROP CURTAINS  
PICTURE SCREENS  
PROLOGUES  
CINEMA & STAGE  
CYCLOPAMS  
ASBESTOS CURTAINS







IF YOU DOUBT MY WORD I WILL BE AT THE PANTAGES HOLLYWOOD ALL THIS WEEK



# News and Notes From Tin Pan Alley

## Music Notes

By ARCH WOODY

Toots Monroe is back in town from an F. and M. swing. This chap has plenty of original ideas and from indications there will be no more trotting for Toots. He is busy in the production department for Fanchon and Marco.

It didn't take Harry Cole to find a connection when Feist gave notice of closing their local offices. He is now connected with Robbins after being with the first firm fourteen years. Dick Arnold goes to San Francisco, and Al Burgess leaves to represent Powers and Fried.

Bernard Prager, general sales manager for Robbins, left this week for New York.

Mr. and Mrs. Eddy Janis are seeking their bankroll on "Consolation," a new tune written by our friend Dick Whiting.

Vince Ince who opens shortly at Lowe's State, Los Angeles, and who, from advance notices, is an excellent dancer, is a personal friend of Bert Hollownell's. Vince has the distinction of having had the Holten Trumpet works mold a special instrument for him.

Saw Art Schwartz, Lucky Wilbur and Jack Archer discussing the remodeling of Renick's old office. And ran into my old friend, Charles Varian, who just arrived from the East and is with Sauty Bros.

Al Haszen, who opens at the State this week, has resumed an offer to open in Australia.

Vic DeLory, bass player with George Stoll at the Chinese and radio entertainer at KFWB, was trotting with the writer 15 years ago on a minstrel show, and we're not old men yet, either.

Constance Bennett will be starred in a film version of "Robert W. Chambers' novel, "The Common Law," at Pathé. No director has been assigned as yet.

Bill Thomas, house manager of the Hollywood Pantages, gets high class assistance on busy nights from Lloyd Pantages, who stands at the door helping 'em in. Thomas is proving a mighty capable man in the Pantages. That friendly grin of his never fails to click with the customers.

Carl La Mont has left for San Francisco with the new Shapiro-Bernstein hit, "Waiting for the Silvery Rio Grande." This tune has been getting a big play from radio acts and dance bands since its publication.

## HUMMING BIRD

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REAL HOME COOKING

Breakfast Lunches Dinner

Long Beach 714 Tenth St. Long Beach

## MEL HERTZ

Organist-Entertainer

Fox El Capitan

San Francisco

## T. RAWLS

PIANO ACCORDIAN ARTIST

Open for Radio and Club Dates

Call Inside Facts for Information

## The HARMONIZERS

KPO SAN FRANCISCO

SALES RENTALS

## AL SATHER OPENS PUBLISHING OFFICE

SAN FRANCISCO, Feb. 19.—Al Sather, until this week Feist representative here, steps out on his own when he opens offices in the Kress Bldg. with Al Sather and Co., music publishers.

With 11 years of Feist representation to his credit Sather has lined up several meritorious tunes which he will publish here. The importance of San Francisco as a radio broadcasting center is expected to add to Sather's possibilities as an independent publisher.

On Monday Sather will move across the street from his former Kreskoff building location to the Kress building where his organization will begin functioning.

## Orchestras

### ABE LYMAN

### CARTHY CIRCLE

Los Angeles

According to the scheme of things this reviewer should be fed to the guilet with music. A decade of his writing for the City Club of everything from oom-pah to Gershwin should find me stuffed blue and headed. And one who knows more of the music and taste of its listeners give me a temperature as high today as it did twenty years ago.

Three are two band leaders in this town who have thoroughly grasped the value of the art of pitching their arrangement to audience expectancy. One of these leaders and an excellent pianist, is Abe Lyman.

Long ago I thought a good arrangement and an ensemble of select wind-pipers and key players made a band. Not so. It takes a leader. And one who knows more than organization and instrumentation. He must be keenly sensitive to audience appetite for music and what has been feeding it elsewhere. This is showmanship in its highest meaning. Abe Lyman has it.

Lyman's Card and Circle playing signifies study, discernment and appreciation of what an audience expects. It is a musical position in emotional contrasts. He satisfies each emotional reaction to its saturation point and in not one phrasing does he overdo it. Thus he plays the gamut from calm to storm; not idly or indifferently, but with stimulus and tension. He leads us from cordials to liquid dynamite. When the lights fade on the last chord the audience desire for more has been exhausted. And when the tiny, raucous symphony emits from the screen, one is hardly aware of its cacophony and noisiness. The spell of the Lyman band doesn't lift until Ann Harding kisses the girl.

### HOLMES' SHOP

Jimmie Holmes, who has been around in pictures making quite a name for himself, has branched out into a new activity. He has opened a Flower Shop in the fifty-nine hundred block on Hollywood Boulevard. Now all of Jimmie's many friends will know where to go for their posies.

### NEW CONNECTION

Harry Hume, ace music publisher, has made a new connection. He is representing the firm of Korleisher now. His local address is 627 No. Vista St., L. A.

### JESSE WALLY

New Telephone TU. 6693

THEATRICAL FABRICS AND TRIMMINGS

DESCRIPTIONS

Los Angeles 210

LOS ANGELES CAL.

## Song Leaders

### LOS ANGELES

"Surrender" still holds top position against active competition.

Following are the ten best sellers:

1. "I Surrender, Dear"—Harms

2. "I'm Alone Because I Love You"—Vitmark

3. "Just a Gigolo"—De Sylva, Brown and Henderson

4. "You're Driving Me Crazy"—Donaldson

5. "Just a Gigolo"—De Sylva, Brown and Henderson

6. "Little Things in Life"—Berlin

7. "Blue Again"—Robbins

8. "Imagine"—Hollywood Syndicate

9. "For You"—Vitmark

10. "Lonesome Lover"—Feist

With "Blue Again" in a solid spot, Robbins has still another tune that looks good, "Overnight," "Peanut Vendor" and "Moonlight On The Colorado," "Body and Soul" and "Laughing At Life" are making a good showing.

### SAN FRANCISCO

1. "I Surrender, Dear"—Powers

2. "My Ideal"—Famous

3. "Little Things"—Berlin

4. "To Make A Long Story Short"—Red Star

5. "Peanut Vendor"—Marks

6. "Blue Again"—Robbins

7. "Sing Song Girl"—Red Star

8. "I'm Alone"—Vitmark

9. "Imagine"—Hollywood Syndicate

10. "Kiss Waltz"—Vitmark

## MUSICIAN QUOTED

PASSED ON S. F.

### SAN FRANCISCO, Feb. 19.

His vaude and presentation house quota set at 131 men in a recent agreement, Musicians' Union is now well over that minimum with approximately 160 currently engaged.

This includes only picture houses with vaude or presentations. Such neighborhood houses as the New Mission and New Fillmore with seven men a piece are not counted. At the present time neighborhoods don't contribute much to musicians, but that field is expected to open up shortly since most of the downtown first runs are supporting stage shows and consequently forcing the neighborhoods into the same field.

### COLUMBIA MOVES

SAN FRANCISCO, Feb. 19.—Columbia Phonograph Co. has moved from its previous Mission Street headquarters to the Chronicle Building.

### IN ART DEPARTMENT

SAN FRANCISCO, Feb. 19.—Ray Miholland has been added to the art department of Fox West Coast, which already includes Jan Clausen, Milt Kahl and Al Bergen.

## Notices All Go Big For Kelsey Music

Karlton Kelsey, batoning the musical frame for "Cimarron" at the Orpheum, received so many favorable notices from the dailies he's entitled to step right on 'em too busy for strutting. He's preparing the music for the new stage idea of "Mille," moving into the Orpheum at the conclusion of the "Cimarron" run. Inside information tells us the news lads will again have something to write about when they hear Kelsey's musical accompaniment to the new stage show.

## SWEETEN'S BAND IS VERSATILE GROUP

SEATTLE, FEB. 19.—Every member of Owen Sweeten's 16-piece band is a virtuoso on three instruments and many are handling four. In addition Owen has assembled a versatile group of three vocal trios and one quartet. In either the classical, hot rhythm or dance combination offerings they shine equally well. Sweeten also boasts two of the cleverest arrangers in the business, Ivy Antes and Syd Halpern.

Sweeten has been with the Fox West Coast for six years, an enviable record for a band leader. The band is now playing their eighth week at the Fifth Avenue Theatre after completing a solid and uninterrupted 52 weeks for Fox.

Clever as they come it is this Sweeten bunch and their record does not overestimate their value to show business.

## Denver Radio

(Continued from Page 9)

Moon," sentimental southern ballad, and the tender love song, "Sylvia," will be among the offerings of the Arcadians Mixed Quartet, new feature of the "Genre of the Hour," in the broadcast over KOA, Denver, at 9:30 p. m., Tuesday. Immediately after two numbers by the Denver Concert Orchestra, under direction of Henry Trustram Ginsburg, will be Friedman's "Slavonic Rhapsody" and selections from the Romberg operetta, "The Student Prince."

A "variety of moods" will be introduced by Lucile Fowler Marks concert contralto, in her recital broadcast over KOA, Denver, at 10:30 p. m., Saturday. Her detailed program will be "In the Country," "Allah," "Ah, Love But a Day," "Twilight and Lullaby," "Perlu" and "I Know a Lovely Garden."

### NEW HILL ST. LEADER

Al Erickson, formerly with Karlton Kelsey at the Orpheum, has been elected to leadership of the RKO pit. Erickson moves into the pit seat spot with a band entirely his own and, according to information, he has framed a smart ensemble of musicians. Kelsey and his pals are giving Erickson a great send-off.

Jack Bachelor's band, which is holding forth at the Crystal Ballroom on Long Beach, has added two new members. In addition to their engagement at the dance entertainment they are regular features at KGER. Jack Young will be the baton and Larry Hill is manager of the outfit.

### BACK IN VAUDE

NEW YORK.—Among stage favorites who have been in production and are again back in vaudeville are Phil Baker, Allen Stanley, "Herb" Williams, Doctor Rockwell, Kate Smith, Harry Noble and the male sextet from "Son O' Guns," Chick Sale, Noble Sissle, Will and Gladys Ahearn, Eddie Goldstein, Trivie Frigana, Michon Brothers, Sammy Sully Ward, Billy and Ella Newell, Evelyn Hocy, Dora Manghin and Ben Blue.

### WANT OLD RECORD

The Dickson Morgan production office at 1509 N. Vine St. is searching for the old 24-inch Red Seal phonograph record of "The Pink Lady" sung by Hazel Dawn. They offer a pair of tickets to one of the Morgan matinees of "Waterloo Bridge" at the Music Box Theatre to anyone who can present them with the record.

## Denver Music

By Dusty

DENVER, Feb. 19.—Out of town bands are landing the cream of Denver dance and sets spots, leaving the home town boys wondering what it's all about.

One of the most popular boys opening at the Broadmoor Country club, pop night outfit, Joe Skrivank from the West Coast going into the Commodore with an 11-piece band, Ralph Bennett and his seven aces, taking the most popular band to the Metropolitan hotel, these boys broadcast daily over Station KOA featuring the 3 kings, harmony trio.

Fred Schmitt and his Denver Grande orchestra after more than three years continue to be one of the most popular bands around these parts, always going big with their varied interpretations of Pop and Classical numbers. Being billed as "The Pride of the West" leaves no doubt as to their popularity here.

Johnny Johnson, Radio Fay now at the Hotel Westward Ho in Phoenix has a new wrinkle in advertising his band. Forming what he calls "Johnny Johnson's Hit of the Week" this is a new dance band, always giving big transcription for pianists, offering them the most popular bands around here. This is a new wrinkle, over big around here where Johnny has built up quite a following through his excellent radio programs over KOA.

William West, old time show and hotel man, has renewed his RKO Ton, pop dance place, renaming it "The Tokio." Here he features Doc Morrison and his Brunswick Recording orchestra, a hard colored outfit. This is a new wrinkle, over big around here where Johnny has built up quite a following through his excellent radio programs over KOA.

DENVER, Feb. 19.—With only three stations broadcasting here, the Denver radio situation is not all advertising. But outside of the N. E. C. station, KOA, and the K. D. station, KDKA, it is almost impossible to get something that doesn't have the usual "music" explaining the product advertised.

With station KOA broadcasting it is nearly impossible to get out-of-town stations from here. This plant operating on a 12,500 kilowatt basis draws out practically all out-of-town stations, no matter how strong the receiving set may be.

Calvin Hendricks, blind baritone, winner of the western addition of Awatere-Kent singers, leaves soon for New York, where he will be heard over the Columbia network.

Western songs seem to be favorites with Colorado radio listeners, judging from the number of requests coming into KOA calling for "Moonlight on the Colorado" and "Spring in the Rockies."

Of all radio artists doing their stuff locally, Mary Woods Beatty, J. Glenn and Dan Spence Moore seem to hold the top spots. Being artists and selling their numbers in a manner that the folks like.

At 3:30 p. m., March 7, over KOA, will be heard the best recital of classical music to be heard in some time. Lucille Fowler Marks, contralto, offering "Oh Lovely Night," with "The Flute Across the Lake" and "Dusk in the Garden" being succeeding numbers.

Every Sunday, over the N. B. C. network, one hears The Solitare Concert. This is the best popular music of local presentations. The folks around here surely go for this western stuff.

H. B. Warner and Zasu Pitts have been cast by Radio Pitts.

# COMPLETE STAGE EQUIPMENT FABRICS RIGGING SCREENS PRESENTATION SETTINGS STAGE PRODUCTIONS

## I. D. MARTIN STUDIOS

4110-18 Sunset Boulevard  
HOLLYWOOD, CALIFORNIA  
OLympia 1101



# Previews

## (Continued from Page 12) "RANGO" PARAMOUNT PICTURE

Unless public taste has changed mightily since the days of "Grass," Mr. and Mrs. Martin Johnson, the late-lamented "Insignia" and the like, Paramount has a winner in "Rango."

It has, as one preview nighter was heard to remark, the most natural cast ever assembled for film-making, and drama which is above the ken of a shut-in scenario writer. The cast is headed by monkeys, kangaroos, lions, water buffalo and similar denizens of the jungle, and the story is the struggle for life in that primeval environment.

The story is that of Rango, a monkey father, and his efforts to maintain himself and his son amid the hazards of the jungle. The story is remarkable, testifying to the high patience of the cameraman who could thus lie concealed for hours waiting for the drama of the jungle to unfold before their lenses.

The "story" has everything. There is a gripping pathos in the love Rango has for his offspring, there are tense moments of battle between the monkey and the leopard, and other of the animal cast, and there are many heart-throbs for those who love animals—and few are those who do not.

The only lack is that of an expounder of the various happenings which are shown. This figure is introduced in a prologue, telling him the story of "Rango," and he follows through on the sound track, which, also, at the proper moments, gives forth the chatter and sounds of the jungle.

All in all, as excellent a wild animal picture as this reviewer has seen.

Betty Gale.

## "THE BLACK WIDOW" Clifford Reed Productions CLIFFORD REED PROD.

With the picture season still running largely to comedy and farce, Cliff Reed has struck on a great idea in putting out a series of dramatic short subjects for the shorts end of a bill.

To be included in this series, he got William J. Burns to supply the

material. If that doesn't mean enthusiastic kid response, and a more than satisfied adult reaction, then what have you?

"The Black Widow" is the eighth in a series of 26 which Cliff is doing for Educational release. They are highly condensed detective mysteries, and less than 100 seconds run the whole gamut of thrills and mystification. This condensation is accomplished by means of using newspaper headlines for transitions from one phase of the case to the next, only the highlights being given footage. The direction, which Reed did, displays great skill in condensing, and the interest under the handicap of this limited space.

Paul Power, as the nephew of the murdered man, did an excellent job with this leading role assignment. He worked his scenes with sure salesmanship, vastly aided by a voice which comes smoothly.

Leona Lane, opposite him, was no less fortunate. Her scenes, high-pitched to record well, and this circumstance was not helped by the fact that she is a very good singer and at times very effectively. Others in the cast, all acquiring them with ease, include: Dan Hanly, Bull Knight, John Dillon, Harry Lorain, Tom McGuire, Jimmy Mack and Ben Wilson.

Both photography and recording were excellent, the latter being exceptionally so.

BETTY GALE.

## Fanchon and Marco Route List of "Ideas"

Following is the Fanchon and Marco route schedule, with the opening and closing dates of the current season, in parentheses, under the name of the town.

- PASADENA (19-25)  
"Colorado Theatre"  
Arlene Barker Reddy and Bob Barker  
Stew Moore
- LOS ANGELES (19-25)  
"Lew's & Sons"  
The Marjorie and George P. Wilson  
Kohn and Leo Platto  
SAN DIEGO (19-25)  
"Fox Theatre"  
"Morsean" Idea  
Haji Ali  
All Ben Haasen Oscar Taylor  
HOLLYWOOD (19-25)  
"Pantages Theatre"  
"Golden West" Idea  
Will Anker  
Chas. E. Fisher Jimmie Adams  
FRESNO (26-28)  
"Wilson Theatre"  
"Love Letters" Idea  
Will Anker  
Nelson and Knight

- UTICA (26-26)  
"Auntie Theatre"  
"Gondoliers" Idea  
The Romero and Richard Richmond  
The Romero and Richard Richmond  
SPRINGFIELD (26-26)  
"Palace Theatre"  
"Seasons" Idea  
Frank Mellett Little Leder  
Ada Broadhurst Ted Ledford  
WORCESTER (26-26)  
"Palace Theatre"  
"Enchantment" Idea  
Jung Fong The Mayakos  
Jack Lester Sensational Idea  
Salem City  
HARTFORD (26-26)  
"Capitol Theatre"  
"Doll Theatre" Idea  
Lee Kleins The Salls and Mack  
Madison and Virginia  
NEW HAVEN (26-26)  
"Palace Theatre"  
"Black Widow" Idea  
Three Bennett Bros. Charles Irwin  
Johnston Johnsen Max Hart Arthur Turelly  
Madison De Val Carls Torrey Co.  
BRIDGEPORT (26-26)  
"Palace Theatre"  
U. S. Indian Reservation  
Chas. Shannons Bella Dones

## Radio Ramblin'

(Continued from Page 9)  
Big Brother Ken who handles the chief kid activities at the radio, has signed Gus Meins as producer of chief of kid programs. Meins, who is also a cartoonist, calls these the "Cartoon Club of the Air." Comparing them for stage presentation as well as radio.

Perry Askam will offer four Sunday evening broadcasts over KNX from starting this week. The titles are "Paris in Spring," The Ashes of the Sun," "The Mystery of the Murder," and "The Mystery of the Murder."

KFWB's English character actor, Pat Cullen, opening his new series, "Captain Theatre" in "The Butter and Eggs Man."

KMPC is going in for animals this week. Barnacle Bob has a long, long parrot named Statie, and the Hill Billies have Compatch, a pet pig. Veterans at the Soldiers' Club sent in a playmate, a corn patch, but the boys think he will make better roast than playmate. As to a tendency to bite snags and gnaw baskets.

KNX reports that last week Ethel Duncan, question and answer series of the ether, received 17,022 letters. She answers all of them.

Ted Dahl and his Ten Dollars of KTR were the first band on the west coast to broadcast a couple of decades ago. The voice is not bad, but sturdy and pretensions in the music lacking, in sustained the quality and accuracy of pitch. The numbers were of ballad type, if it makes any difference.

KMTR has a new one that's been filling the air without a series. It has finally been dubbed Hughson Highlights. The band and vocalists take care of this hour.

Fred Stark, who conducts the Don Lee Symphony on the Monterey night classical programs, does all the musical arrangements for that hour. The station carried some nice words to say about this capable artist.

Telix Mills has been drafted from the music department of Fox studios by the H. He is staff arranger now.

There's a radio fan who brings Maria Conrad of KMTA a flowery letter every Thursday. This popular lady is secretary of the station and head of the let-Maria-do-it department.

Dave Hartford and Frances Nordstrom are new to KMJR. They are putting on a series of dramatic skits. Both are in the same skits.

The Hollywood Sweepstakes are back on the air. KMTA found that listeners were missing this entertainment, so it's on again by popular request.

Margery Prevost is KFI's new continuity writer. She's new to radio, and it is said to know Hollywood upside down, has written movie continuities and made sets for De Mille. She had a list of recommendations for one making her radio debut.

# Twirling the Dial

(Continued from Page 9)

mouthed believers, can step out and buy the book she plugs, send by her course of mail-order lessons, or maybe, if they'd rather, a couple of horoscopes. At any rate, that's the most dependable and conclusive information she gave out. Don't misunderstand, she didn't overstep her commercial stuff at all. It's just that the listener must have something tangible to hang on to—something that the answers didn't rolled off her tongue, through the ether and into and out of the mind, and long-suffering long speaker. As long as these prognosticators confine themselves to the answers they can go as far as they like without hurt or harm.

## KMTR- POLOROTOR MOTOR CO. 6:30-7 P. M. Feb. 8

Continuities come, and continuities go, but the Ethel Duncan Oriental Supper Club still grabs the spotlight for easy-flowing fun. The club has challenged the interest and tickled the imagination of its enormous following for about a year. Bull continues to bully poor old Uncle Henry, dusky boy whose dumb line is always good for a couple of grins. Bull hasn't been on for some time, being in jail on suspicion of murder. The whole affair is just a lot of easy nonsense that has clicked big on the air. Advertising is especially well done, showing originality and shrewd understanding of what the fans fall for.

## KFI 7:15-7:30 P. M. Feb. 8

A mystery of stolen diamonds, an innocent gal, a great big hero and a German dialect comedian are the themes of Moray and Wilson's other opera. The pair offered another reading of lines in rich Irish brogue. The singing came with plenty resonance, due perhaps to faulty transmission. Dark and gray hints as to who stole them jewels, and a routine comedy gag filled this episode. It's advisable to stand by from broadcast to broadcast to get any pleasure here.

## KECA RED BROS. TAPLEY & GEIGER 7:45-8 P. M.

Ruth Easton, accompanist, contributed a music box number on the ivories that made it easier to refrain from giving the dial a deliberate bit off the long suffering wave lengths that carried Frank Geiger's bartoning. His singing smacks of amateur night in a neighborhood saloon a couple of decades ago. The voice is not bad, but sturdy and pretensions in the music lacking, in sustained the quality and accuracy of pitch. The numbers were of ballad type, if it makes any difference.

## HAVANA IN HOLLYWOOD

3636  
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DUNN

ONLY AUTHORIZED "Boy District Branch"—JANIS SPRAGUE  
SCHOOL, 127 Marine Way, Ocean Park, Santa Monica 63149  
"THE ORIGINAL MURRAY SCHOOL"  
OF NEW YORK, CHICAGO AND LOS ANGELES

## KTM AUSTIN-LOS ANGELES CO. 9-10 P. M.

These Ranch Boys are no mean performers. Their continuity contained good material, well delivered. Their meandering is always to the point. There were a few clowning cow hands whose fiddling and singing had the hot wire ammeter needle kicking clear off the scale with their melodies. The clowning of the party of Lena was dumb enough to be a natural for laughs. Here was ace high entertainment all the way through, rivaling the best wide-open-space page on the air today.

Jimmy Adams, Al Hall, Allan Daley, Salvino Biano, Cactus May, Peterson and Squeak, whose real name unfortunately was, not obtainable, make up the personnel of the Nitty Ranch Boys' air opera.

## KGFJ 12 P. M.

Curtis Mosby and his Blue Serenaders had a musical layout on their midnight broadcast that placed them high in the neat and snuffy class. Mosby, with his vigorous singing, goes in for hot synopses in even the faintest tunes. He lunched them out in his own speedy way, every member of the combination contributing to plump up a big melodic gross.

Ed Burr and Willy Jones added a little more of the coming right up to the Mosby standard. "Imagined," "Cheerful Little Earful" and "I Got a Thrill" were included among the tunes that pulled 'em to their feet at the Apex Night Club, from which spot the broadcast originated.

## STATION KOA DENVER, CO. 9:15-9:30 P. M. Feb. 13

One of the most interesting of all radio entertainers is "Old Hawg Tongue." He gives a vivid description of events and happenings of the old west. The program comes weekly over this station, sponsored by the Kumer-Empson Co., and the folk around here go for it in a big way.

Daily.

## OLLIE WALLACE Artist at Organ

Entertainer on Mike  
PARAMOUNT PORTLAND

Artistic Scenic Advertising  
Curtains  
By Far the Best in America  
CURTAIN PRIVILEGES  
BOUGH FOR CASH  
OR SCENERY

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Makers of Fine Havana Cigars  
Cigar Factory, 1000 Park Way, Santa Monica 63149  
Boxes of 25 and 50 available everywhere  
Gfante 6359  
5921 Hollywood Blvd.

## VIC DE LORY

- SAN JOSE (22-25)  
"California Theatre"  
"Headlines" Idea  
Kay Gasters Wells Wilson and Family  
SAN FRANCISCO (19-25)  
"Warfield Theatre"  
"Auntie Theatre"  
Cherie & Tomazina Foster & Ma Belle  
Ed & Vernon  
OAKLAND (19-25)  
"Albion Theatre"  
"Top of World" Idea  
Jack Petersen  
KAY MENARD  
PORTLAND (26-26)  
"Paramount Theatre"  
"Prosperity" Idea  
Leslie Page  
DANNY BECK  
TACOMA (26-26)  
"Broadway Theatre"  
"Vandellie Theatre"  
Nine Allison  
Bobby "Clie" Henshaw  
SEATTLE (26-26)  
"Columbia Theatre"  
"Boy-Lit" Idea  
Harris Le Grato  
Harris and Wallace  
Sunkist Ensemble

- BROOKLYN (26-26)  
"Fox Theatre"  
"Fountain of Youth" Idea  
Lottie Adler  
Ed Cliney  
NEW YORK (26-26)  
"New Yorker" Idea  
Callahan and  
Marjorie Burke  
Dorothy Barnard  
PHILADELPHIA (26-26)  
"Palace Theatre"  
"Southern" Idea  
Hatti and Harlan  
Helen Warner  
WASHINGTON (26-26)  
"Gala of Joy" Idea  
Arthur "Pat" West  
Scotty Weston  
Dorothy Barnard  
Curtis Galey Johnny Jones  
Rena and Ralston  
ATLANTA (21-27)  
"Fox Theatre"  
"Wild and Wooley" Idea  
Harris & Kratz  
Harris and Kratz  
Ray Angwin

## CHERIE and TOMAZINA

FEATURED-JANORRE  
Fanchon and Marco's APRIANA IDEA  
Staged by LARRY CERRALLOS

- BUTTE (21-22)  
"Fox Theatre"  
"Toneless" Idea  
"Toneless" Idea  
Bob and Ruth Burrell  
Dorothy Barnard  
MILWAUKEE (19-25)  
"Winconsin Theatre"  
"Society Ladies"  
Harris Twins  
Betty and  
DETROIT (26-26)  
"Fox Theatre"  
"Moonlight Reverie"  
NIAGARA FALLS (26-26)  
"Grand Theatre"  
"Kathleen" Idea  
J. & H. Griffith  
May Parker  
Mayo and Curran

- LOUISVILLE (22-28)  
"National Theatre"  
"Models of Hollywood" Idea  
Shore and Moore  
Holly Stine Francis  
21 Union Square  
ST. LOUIS (19-25)  
"Fox Theatre"  
"Society Ladies"  
Buddy Howe  
Buddy Howe  
OKLAHOMA CITY (21-27)  
"Warner Bros. Theatre"  
"Green Devil" Idea  
Pop Leg Bates  
Niles and Kover  
Rita Lane

"Nowadays King and Queen of Comedy"  
Smart Comedians  
F. & M.  
"Love Letters" Idea



# RANGO IN DIRECT ARRIVE FOR NEEBY

Rango, astrologist of the air at KELL, is giving the public an idea of what astrological aid really means. He has dropped his own work for the present and is devoting all his time and energy to his charitable enterprise. He has organized the Rango Relief Fund to take care of emergency cases. No cash clothing and are made except to supply such immediate needs as food, clothing and shelter for the needy and unemployed. Doctors, lawyers, the C. of C. and the Gas Company, in fact, all business houses are cooperating with Rango to the fullest extent, and in the most practical way offering their services and commodities to such cases as have come to Rango's attention.

He carries out this work on the give-it-to-them-now, cut-out-the-red-tape principle. There are eleven Rango stores and cafes in Los Angeles, Santa Monica, Long Beach, Burbank, Glendale, and a new one just opened in Pacoima. There isn't a cash register in any one of these places. Several undertakers have contributed their services and facilities to desperately needy death emergencies.

Rango has courageously attacked the methods of the Community Chest, criticizing them for an alleged unnecessarily complex stalling method of assistance. He states that such aid has little value, coming as it does when the critical moment has long since passed. Rango recently heard of a down-and-outter who was trying to keep going on door-to-door peddling in Whittier. The would-be peddler had no license, so he was arrested. Rango, on hearing of the case, immediately went out, paid the peddler's fine and made a practical arrangement whereby the man could keep alive until work of some kind was found for him. KELL is lending every effort to help Rango in his humanitarian effort. Mrs. C. L. Rush, wife of the station's chief engineer, is working day and night taking care of secretarial and detail work, in order that Rango may go ahead with his relief measures.

## W. B. BUYING CHAIN

Negotiations between The Strand Theatre Corporation of Kentucky and Warner Bros. by which the latter seek to obtain possession of the former corporation's holdings in the state are understood to be rapidly nearing completion. Houses involved in the deal are the Emperors, the Opera House and the Bleich Opera House in Owensboro; the Savoy in Princeton; the Princess, Dixie and Lincoln in Mayfield and the Grand and Orpheum in Fulton.

## NO LONGER MODEST

Whereas once upon a time chain store organizations crept into new territory apologetically because of the fear of arousing local prejudices, they are now strutting in with bands blaring and flags flying. As note the sign outside the Fox-West Coast Realty offices: "Chain Store locations are available in the best cities of the northwest. See Real Estate Department, West Coast Theatres."

## LEWISTON'S COMPANY

Miles Lewiston has opened an investment company under the name of the New Empire Realty Co., Inc. Offices are in the Hollywood Bank building.

## WITH MORRISON

Al Kingston has returned to the agency business and is associated the Leo Morrison office.

Howard Hughes and his entire producing staff have established themselves in the new Caddo County offices at the U. A. Studio. The outfit will occupy the former Douglas Fairbanks quarters.

William Powell will make his first appearance under Warner Bros.' banner in "Heat Wave." Alfred Green will direct.

Irene Rich will play the part of the mother in Harry Harsh's "Five and Ten" at M-G-M. Jack Conway will direct.

The Beverly Hill Billies of KMPG are lined up for lots of extra work this week. They are making personal appearances around town at high schools, clubs and so forth.

# Studio Production Schedule

(Continued from Page 5)

PARAMOUNT					
'City Streets	Gary Cooper Sybil Sirey	Rouben Mamoulian	Bob Lee	Lee Garmes	Shooting
Skippy	Robert Cohan Jackie Cooper Mickey Green	Norman Taurog	Wm. Waplan	Earl Serrus	Shooting
Untitled	Richard Arlen Lionel Dresher Phillips Holmes Lyville Sidney	Edw. Stonan	Chas. Barton	Charles Lang	Shooting
Confessions of a Co-Ed	Jack Oakie Lester Collier Stan Ewin	Max Marcin	Unassigned	Unassigned	Preparing
Dude Ranch	John Culler Mina Green June Collyer	Frank Tuttle	Unassigned	Unassigned	Preparing
Up Pops the evil	All Star	Unassigned	Sid Brod	Unassigned	Preparing
An American Tragedy	All Star	Joel Von Sternberg	Unassigned	Unassigned	Preparing
Kick In	Clara Bow	Lothar Mendes	Unassigned	Unassigned	Preparing
The Vice Squad	Paul Lukas	John Cromwell	Unassigned	Unassigned	Preparing
The Lawyer's Secret	Edie Brook Charles Rogers Jean Arthur	Garner	Unassigned	Unassigned	Preparing
Monkey Business	The Four Mark Bros.				Shooting
PATHE					
R. K. O.					
Rebound	Edw. H. Griffith	Unassigned	Unassigned	Unassigned	Preparing
Rebound	Ann Harding	Edw. H. Griffith	Unassigned	Unassigned	Preparing
Lost Love	Constance Bennett	Paul Stein	Unassigned	Unassigned	Shooting
Room and Board	Paul Cavanagh McCrea	Gregory La Cava	Charles Kerr		Shooting
Milane Juliet	Hugh Harlow Edna May Oliver	Vince Scharfing	Fred Fleck		Shooting
Big Brother	Lily Damita	Fred Niles	Unassigned	Unassigned	Preparing
Traveling Husband	Richard Dix	Paul Sloane	Unassigned	Unassigned	Preparing
Waiting at the Church	Evelyn Brent Mary Astor Robert Ames	Met Brown	Unassigned	Unassigned	Preparing
Too Many Cakes	Wesley Ruggles	Unassigned	Unassigned	Unassigned	Preparing
High River	No Cast	Richard Boleslavsky	Unassigned	Unassigned	Preparing
HAL ROACH					
True Blue	Sam Luard Robert Hardy Charles Chase	James Horne	Jack Stevens	Unassigned	Shooting
Untitled		Unassigned	Unassigned	Unassigned	Preparing
TEC ART					
LOUIS LEWYN STAR PRODUCTIONS					
Voice of Hollywood	All Star	Louis Lewyn		Leon Shamroy	Shooting
VAGABOND ADVENTURE SERIES					
Vagabond Series	Tom Terriss	Elmer Clifton		Andy Anderson	Shooting
C. G. REED PRODUCTIONS					
Detective Shorts	Wm. J. Burns	Cliff Reed	ick Reed	Andy Anderson	Shooting
ROBERT E. WELCH					
Beauty Secrets of Hollywood	Robt. Welch	Robt. Welch	V. O. Smith		Preparing
HOLLYWOOD SYNDICATE					
Trapped	Nick Stuart Nena Quartaro Friselle Dea Tom Sestrich	Bruce Mitchell	Norman Lacy	Paul Allen	Shooting
CHARLES HUTCHINSON					
Midnight	Randolph Scott	Chas. Hutchinson		Leon Shamroy	Preparing
TIFFANY					
X Marks the Spot	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
Abuse at Last	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
The Barbarian	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
Left Over Ladies	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
Morshyn Women	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
Two Gun Men	Ken Maynard	Unassigned	Unassigned	Unassigned	Preparing
UNIVERSAL					
Universal City—HE. 3131					
Seed	John Bole Gretchen Tobin Lewis Wilson Richard Tucker Joy Proby Sally Phipps Dickie Moore Don & Terry Cox	John M. Stahl	Bob Ross	Jackie Ross	Shooting
Gambling Daughters	Conrad Nagel Sidney Fox Hette Jaffe Slim Summerville Zabla Pitts Humphrey Bogart David Duvall	Hobart Henley	Joe McDonough	Karl Freund	Shooting
The Iron Man	Law Ayres Leonid Kinskey Robert Armstrong John M. Stahl Mike Dolan Edw. Dillon Tom Kennedy	Tod Browning	Scott Beal	Percy Hillburn	Shooting
The Virtuous Husband	Elliot Nugent Bert Lytell Jean Arthur J. C. Nugent Tully Marshall	Vin Moore	Norman Denning	Jerry Ash	Shooting
Blind Husbands	Unassigned	Edic Con Strohman	Unassigned	Unassigned	Preparing
Waterloo Bridge	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
The Impatient Virgin	Unassigned	Unassigned	Unassigned	Unassigned	Preparing
The Behavior of Mrs. Crane	Unassigned	Edw. Lammie	Unassigned	Unassigned	Preparing
WAINERS					
Sensual	Laura LaPlante George C. Allen John Barrymore Constance Bennett Ricardo Cortez	Michael Curtiz John Barrymore Archie Mayo Roy Del Ruth	Fred Fox John Selvey G. Hollingshead Edie Sedgwick	Bob Kerr James Van Trees Barney McGill Bill Rose	Shooting Shooting Shooting Shooting
The Public Enemy	Wm. K. Wellman	Frank Shaw	Joe Jennings	Unassigned	Shooting
Gold Dust Gertie	Whitely Huston Oscar & Johnston	Lloyd Bacon	Kenney Wright	Unassigned	Preparing

# TEACH TELEVISION IN LOCAL SCHOOL

Preparing for the coming of television, the Motion Picture Engineering School at 246 South Vermont has installed complete equipment to train for the new science.

A new system for the broadcasting of television, working through a receiving screen with a practical light transmission, has been received, installed and is now being used for demonstration and instruction.

The course in motion picture sound engineering, which includes motion picture photography and projection, requires a year. The fee is \$300 and, while Walter W. Barry, head of the school, does not guarantee positions to graduates, the present dearth of experts in this department makes it a practical certainty that positions will be readily had. Approximately 50 pupils already are enrolled.

# NEWS SERVICE S FEATURE OF KMPG

The Radio News Service of KMPG is a real live service, which is going after the news-gathering and news-distributing racket in real style.

They have their own corps of news reporters and the brag is that they have beaten the local dailies in several instances in the journalistic game of being first with the latest. When they have an item or story of interest to Los Angeles they break into any program to broadcast it. When a real big story breaks, such as the Hickman case or Almer's swim in the ocean, the station will garner about a 1000 per cent interest on this feature.

Glen N. Wilson is the news editor, and offices of the service are at KMPG.

## JOIN ALLIED

The Allied Theatres of Iowa, Inc., has joined the Allied States Association of Motion Picture Exhibitors. The directors voted to affiliate several months ago, and the action has now been ratified by the membership. Thirty-two indie exhibitors in Nebraska have organized into a cooperative, and their board of directors also has voted to join the national group, pending approval by the membership.

## CLAIM NEW MIKE

Perfection of a new type of microphone is announced by Lowell V. Calvert, manager of recording operations for R. C. C. The microphone is claimed the new mike has "directional sound pick-up" characteristics, by virtue of which sounds coming only from certain directions are picked up.

## "WRANGLERS" ON RKO

"The Wranglers," a local quartette, showed recently at the Englewood Theatre, Chicago, and have been O. K'ed for an RKO route, opening at Grand Rapids, Michigan, February 9. Personnel of the act consists of H. F. Ewing, first tenor; Bill Horan, second tenor; Ed Brady, baritone; and Kenneth Kemper, basso.

KECA has two new programs scheduled. One is a musical, Frank Greiger, baritone, and a male quartet, and the other is a series of book talks by Raime Bennett.

# Legal Twist On Dancing Is A Laugh

One of the oddities of the law-makers' mind. Cafes and hotel dance spots in L. A. can continue dancing up to 1 o'clock on week day nights and to 12 o'clock on Saturdays.

But the dance halls are restricted to two nights a week on which they can have dancing after 12 o'clock. Just to make the whole thing funny, the ordinance-drafters stuck in a provision that the two nights were optional with the managers.



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